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Granton Whisky: The Epitome of Affordable Luxury

I Brands Beverages, also known as International Brands have in the market today, a luxury whisky called Three Royals, Granton Whisky and a Jamaican flavored dark rum called Rum 99, which has seen a phenomenal response to its products in the market over a relatively short period of time.

One of the company's first launches in the country in 2010 was Granton Whisky, positioned in the premium mass-market segment. However, unlike the industry norm, that often allows for a long gestation period for newly launched products, the company pulled out Granton Whisky to rebrand it, within three years of its launch. "Being a young and innovative company, we can afford to adapt and innovate, staying abreast of trends in packaging, and in terms of evolving blends. Which is why I took a great product that was already well received in the market, and just made it even better, so the end consumer gets the best possible experience of fine whisky," says the sharp, young M.D, Lisa Srao, Chairman and M.D of I Brands Beverages.

This process of rebranding included further improvements to the blend. Five years prior to the launch of I Brands products in the market, the company had invested heavily in R&D initiatives in the country. This know how, combined with the data collected over three years post the launch of the company's products in the market, contributed towards determining the newly launched blend.

Granton Whisky also underwent a dramatic face-lift from mono - carton packaging to canister packaging that proved to be a huge success in the case of Three Royals Whisky. The Granton Whisky canister features a stunning Lion hologram that is also embossed on the bottle. Namit Khanna, Bollywood's biggest upcoming star, due to debut in Bang Bang Bangkok, the Bollywood take on Hollywood's highest grossing R rated movie, The Hangover, was contracted to be the face of Granton Whisky's campaign, tag lined "Sheron - vala - dum" (the power of a lion). According to Lisa Srao, "Namit Khanna was the perfect match for Granton Whisky, as he fully

encompassed the Lion state of mind."

Granton Whisky is a richly layered whisky blended from the finest scotch, malts and select Indian grain spirits, and is available as a family pack in three sizes - 750ml, 375ml and 180ml. The product's value for money tag is what makes it truly unique to its segment. It's incredibly luxurious look and feel, combined with its top of the line fine blend, is available at just ₹240 - ₹495 per bottle, rates varying as per excise duties imposed from state to state. One really has to wonder though, how on earth it is humanly possible, to produce such fine quality products at such affordable price tags.

The whisky will be rolled out in all of the markets that the company presently operates from, including Punjab, Haryana, Uttarakhand, Chandigarh, Himachal Pradesh and Arunachal Pradesh

in the North, to Goa and Pondicherry in the South, and Assam in the East.

"I am extremely proud of our stunning new Granton Whisky, and am confident the market will receive it ecstatically. I feel that Granton Whisky now strongly compliments our portfolio of brands and is an excellent product. We plan to aggressively expand the presence of this fabulous new product across the country, and are in talks with several strategic partners on the same," concludes chairman and M.D, Lisa Srao.

- Vincent Fernandes

