

## THREE ROYALS WHISKY BEATS OUR EXPECTATION

I Brands Beverages Ltd. is an upcoming, young and innovative firm in the manufacturing and distribution of alcohobeverages. It has just launched its latest premium luxury whisky, Three Royals. Varinder Singh, Director Business Development at I Brands Beverages Ltd., elaborates on the journey so far.

### Company Profile and Background

The foundation for I Brands Beverages Ltd. was laid in 2008 when a team of highly talented professionals spent two years in extensive research and development, determining the correct product mix and market specific strategies required to effectively penetrate India's complex liquor industry.

In 2010, when the company launched its flagship brands, Granton Whisky, and the Jamaican flavored dark rum, Rum 99, this strategy proved to be critical to its success, as margin for error during the launch stages was severely minimised, as a result of the extensive efforts invested in R&D during the initial phases.

They discovered that the premium segment was underutilised and strategically positioning the brands in this has proved to be a huge opportunity for this cutting edge company, that hopes to carve a niche for itself in this segment.

### Span of Operations

Currently, I Brands has a strong presence in the North, spanning Punjab, Chandigarh, Haryana and Uttarakhand. As part of their India launch strategy, these markets were key as a result of the accommodating liquor laws and more importantly, a consumer palate appreciative of the company's products, revealed during the many rounds of tasting sessions that were conducted during the initial R&D stages.

In the South, I Brands has a presence in Goa and Pondicherry; Goa being a critical market, as it is known to be accepting of new entrant products, and a good arena to test popularity.

Very shortly the company will be expanding its operations to two more critical markets in the South, including Andhra Pradesh that will prove to be a huge boost to the business as liquor consumption statistics in these markets are very high.

Apart from working towards expanding its reach in the North from Delhi up to Himachal Pradesh, as well as to the East through a network of alliances, the company will also shortly be adding a new, rare French brandy and a deluxe segment whisky to its portfolio of international standard brands suitable for the Indian market.

With its head office in Bangalore, and regional sales offices in Chandigarh, Uttarakhand and a subsidiary office in the U.K., this young and dynamic company is looking to add new territories, launch new brands, increase market penetration, capture bigger market share, partner with investors and distributors and forge new alliances. Efforts in marketing and advertising have been beefed up to further leverage the company's superior quality products.

### Three Royals beats our expectation

With the launch of the newest product offering on the company's portfolio, Three Royals Whisky, a premium segment luxury whisky, an optimistic future awaits this young company. "With all initial orders sold out, the response has been fantastic; and to add that this is when we have not invested aggressively in advertising and marketing efforts. In an industry that does not usually see new

entrants last more than a one year period, the fact that our products have sustained with an ever increasing demand, is a true testimony to the sheer quality of our products" says a beaming Mr. Singh.

The fine & superior quality of the whisky and its premium quality canister that is available in all three sizes, Quarts, Pints and Nips, outshines that of the competition in this segment. The old world charm maintained by the vintage label and the sharp embossing of the crown seal on the bottle, bears the quintessential seal of quality that I Brands is known for.

### Future Plans and Way Forward

I Brands Beverages Ltd. is on the anvil of a stupendous innings, poised for great success. They have moved forward slowly but surely to pave the way for their brands and while there is a positive growth curve, they insist that they are still in the pilot stage.

Mr Singh further adds, "While we are very confident and proud of the impact that we have had in such a short span of time, we are very humble in our approach. We have only just arrived on the scene and there is a long innings panning out in front of I Brands Beverages Ltd."

