





# THE BRAND

I Brands Beverages Ltd., is a leading manufacturer and distributor of alcoholic beverages. With an extraordinary and award winning brand portfolio of international repute, the company is one of the fastest growing liquor companies in the country seeing a phenomenal response to its products in the market, over a relatively short period of time. The company is known primarily for its excellence in beverages and for the single-minded purpose of providing consumers with the utmost experience of international standard quality at an affordable price point.

I Brands is a privately owned and operated business, operating with an U.K. affiliate and distributes in India across various states and Southeast Asia. We accredit our successful growth to the attitude, experience and innovative approach of our team.

# THE EDGE

- Quality, Quality, Quality
- Pioneers in product development
- Modern International feel of product
- In technical collaboration with I BRANDS (UK) Ltd.







## PRODUCTS

### SPIRITS

Granton Whisky

Three Royals Whisky

Rum 99

Granton XO Brandy

Blue Reign

Regal Red Delux Whisky

Nicholas Brandy

Vodka : Own Brand - Zabava in development

: Imported - Asaba

- Russian Style

### BEER

Double Dutch Beer - Poland

Australian - Manufactured in Daman

### WINE

Casa de Marcus - Italian wine







Granton Whisky is the flagship brand of I Brands Beverages Ltd. It is a richly layered whisky blend from the finest scotch, malts and select Indian grain spirits. The rich flavour of the blend comes from an age-old tradition of blending fine whiskies developed in UK.

Our recipe for the blend has come from abroad in tandem with international benchmark; however, our own blender in India who has a firsthand knowledge of the local flavour has regulated it.

Granton Whisky comes in an award winning packaging. We have a family pack of 3 sizes. 750ml in a canister, 375ml and 180ml in a mono carton for the Asian market.

For exports, Granton Whisky comes in an embossed design and a holographic feel Mono carton.

The closures are of the finest quality from the best in the manufacturing, Guala Closures.



FOR EXPORTS  
WE CAN SUPPLY IN MONO CARTON





Now the  
Winner!

*Sheron Wala Dum!*



**INDSPIRIT** Excellence in Packaging Awards Celebrate Popular Wines

PLEASE DRINK RESPONSIBLY

visit [www.grantonliquor.com](http://www.grantonliquor.com)

EXCELLENCE IN PACKAGING  
AWARDS CANISTER (POPULAR) WINNER,  
INDSPIRIT 2014 - THE MEGA ALCOBEV TRADE EVENT IN ASIA



GRANTON  
TV COMMERCIAL



KNOWN FOR  
QUALITY, INNOVATION & EXCELLENCE

I BRANDS IS NOW KNOWN AS THE BEST STARTUP COMPANY OF THE YEAR.



Winner of Best Startup Company - Spiritz 2014

PLEASE DRINK RESPONSIBLY



WINNER OF BEST STARTUP COMPANY  
OF THE YEAR - SPIRITZ 2014



ASHA & FRANCHISE INDIA  
CAPITAL Your growth is our business

**Entrepreneur**<sup>®</sup>  
INDIA 2014  
GROW YOUR BUSINESS  
Awards | Conference | Exhibition

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Co-associate  




**I BRANDS BEVERAGES  
PROUD WINNERS OF  
INNOVATIVE START-UP OF THE YEAR  
AT THE ENTREPRENEUR INDIA AWARDS 2014**

WINNER OF INNOVATIVE STARTUP  
OF THE YEAR - THE ENTREPRENEUR INDIA AWARDS 2014







## AWARDS & ACCOLADES

I BRANDS BEVERAGES HAS BEEN  
HONOURED WITH NINE AWARDS BOTH  
INTERNATIONALLY AND NATIONALLY.



Excellence in Taste / Blend - Standard Rum, awarded to Rum 99 at the Ambrosia 2017 Awards, held in January 2017.



Dynamic Leader in the Alcohol industry of India at the Spiritz 2016 Awards, given to Lisa Srao, CMD.



Excellence in Packaging Award - Canister to Three Royals Whisky at the IndSpirit 2016 Awards by Ambrosia Magazine.



Excellence in Tasting Award - Standard Brandy, to Granton Brandy at the IndSpirit 2016 Awards by Ambrosia Magazine.



Most Dynamic Leader in the Women Category at the Spiritz 2015 Awards, given to Lisa Srao, Chairman & Managing Director.



Most Promising Entrepreneur at the Asia Pacific Entrepreneurship Awards 2015 to Lisa Srao, Chairman & Managing Director.



Woman Entrepreneur of the year 2015 at the prestigious IndSpirit Awards awarded to Lisa Srao, Chairman & Managing Director.



The Innovative Start Up of the Year at the Entrepreneur Awards 2014 by Franchise India.



Excellence in Packaging Award to Granton Whisky at the IndSpirit 2014 Awards by Ambrosia Magazine.



The Best Startup Company at the Spiritz 2014 Awards.



The Runner's up award for Best Brand Premiumisation also at the Spiritz 2014 Awards.

*\* IndSpirit Awards and Spiritz Awards are the only two liquor industry awards.*



# GRANTON XO BRANDY



WINNER OF EXCELLENCE IN TASTING  
AWARDS STANDARD BRANDY - INDSPIRIT 2016



# REGAL RED OUR DELUX WHISKY







An Impeccably smooth and balanced Whisky blended from the finest grain spirit and imported scotch and malts.

The flavour has been developed from the age old tradition of blending fine whiskies.





# THREE ROYALS

A smooth premium whisky of true caliber. It is a blend of scotch, malts and select Indian spirits with an enhanced flavour to make it a premium blend.

Three Royals Whisky is unmatched in the smoothness of its finish, uniqueness of its balance and fullness of its flavour. The Brand has a superior canister packaging in all the 3 sizes, quarts, pints and nips.







WINNER OF EXCELLENCE IN  
PACKAGING AWARDS CANISTER.  
INDSPIRIT 2016 - THE MEGA ALCOBEV TRADE EVENT IN ASIA







**99 REASONS TO PARTY**



# RUM 99

## NINETY NINE

Smooth and Mellow Rum with Jamaican Flavour

Rum 99 is an authentic dark rum, one of the finest and smoothest on the palate as proven by the extensive blind tasting sessions conducted before its launch. Its superior taste is a consolidation of a smooth and mellow dark spirit and the rich Jamaican flavor.

With a special embossed design bottle and a silver cap, Rum 99 crosses over to the youth and the new age drinker, a very modern approach to the 'traditional' feel of Rum.

The bottle design is patented for its originality. This brand comes in a family pack of 3 sizes 750ml, 375ml and 180ml.

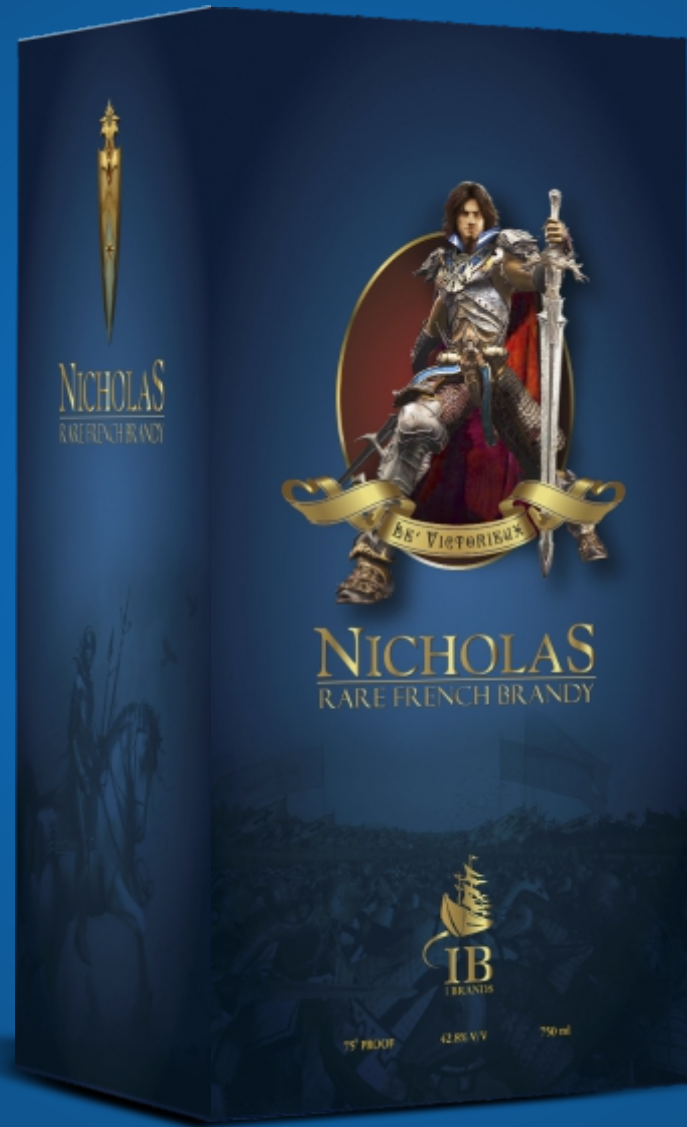






NOW 99 REASONS TO  
INDULGE





A rare French brandy. It's label 'Le Victorieux,' with a French crusader brandishing his sword. It has special Guala caps to top a sleek, never-seen-before bottle design. The extra-ordinary rich texture and vibrant blue color of the box makes it a class apart. The blend is of the finest quality using imported French grape spirit.







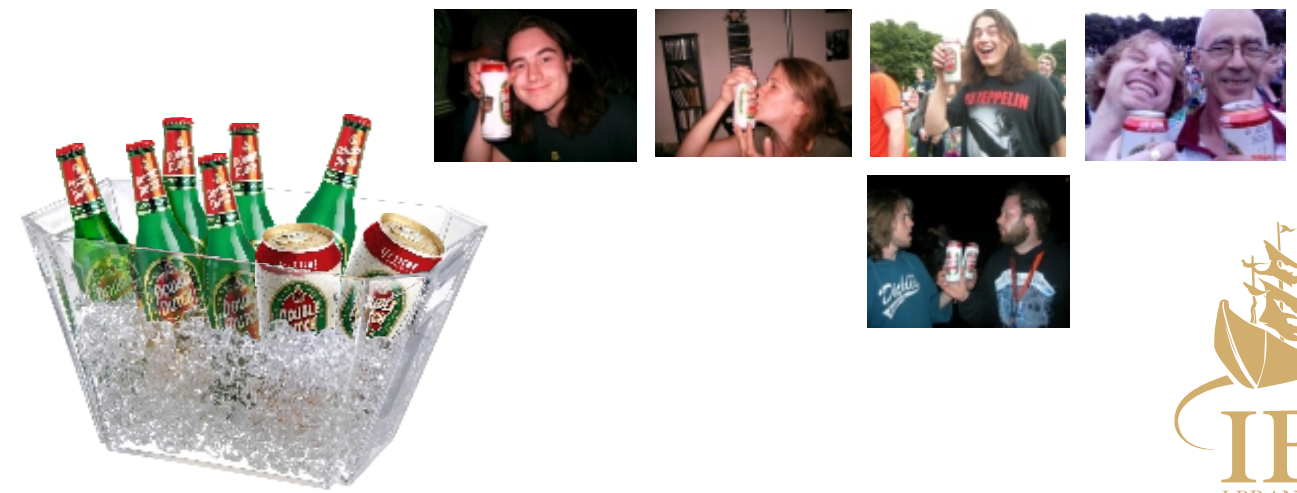
# DOUBLE DUTCH



Double Dutch Beer is double the taste and twice the experience. The beer was developed 15 years ago and it has been in the UK market for over ten years now. It has the 'taste test' and has the 'mother brew' brewing status. Packaging has been of the highest standards. It is available in 500ml cans and 330ml bottles with 5% alcohol content. It is also available in 10% alcohol content for DD Strong Beer currently available in 500ml cans brewed in Poland. We are currently looking to manufacture this product within India and will be produced in 650ml and 330ml bottles.











This refreshing beer has been manufactured in Daman, India for sale in the Asian Markets. First batch has been sold to Cambodia.







## *Spanish Wine*

We have developed a unique wine for the Asian market; the label has a parchment look that gives the appearance that the wine is an old vintage. We have developed this wine in Spain with the choice of Merlot, Sauvignon Blanc, Cabernet Sauvignon, Rioja, Shiraz and Cava. This product is in development.







# ZABAVA VODKA

Zabava is an ancient Russian word meaning "to party, amuse and entertain".

It's been developed by Russian technicians by using pure mineral water and a triple cold filtration system through medical charcoal and crystal sand to ensure the vodka delivers the best quality, with a virtual no hangover guarantee.

This will be a first for India in what is the fastest growing segment.

New Product under development







## THE BRAND ADVANTAGE

- UK based research, links with Scottish distilleries and international brand standards sets us apart from the rest
- Pioneers in new product development
- Innovative & Modern
- We focus on the consumer and ensure the best quality in its segment

## THE PRESENCE

### Corporate Office:

I Brands Beverages Ltd.  
Site No - 90, Byatarayanapura,  
Amruthahalli Cross,  
Bangalore - 5600092, Karnataka.

### Sales Office:

I Brands Beverages Ltd.  
BWFL20, Lower Adhoiwala, Chunnabhatt  
Raipur Road, Dehra Dun  
Uttarakhand - 248001

### Sales Office:

I Brands Beverages Ltd.  
807, Sector 43/A  
Chandigarh  
Punjab - 160022

### Overseas Office:

I Brands UK Ltd.  
Scotch Park Trading Estate  
Forge Lane, Armley, Leeds  
West Yorks, LS12 2PY