

INDEPENDENCE DAY SPECIAL

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A freedom special edition written and
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FOR SALE IN INDIA AND NEARBY COUNTRIES

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I BRANDS BEVERAGES LTD: THE COMPANY TO WATCH OUT FOR IN THE LIQUOR INDUSTRY

I Brands Beverages, also known as International Brands is a leading **manufacturer and distributor of beverages from the United Kingdom**. With an extraordinary brand portfolio of international repute, the company is seeing a phenomenal response to its products in the market, over a relatively short period of time.

In an industry slated for a global growth rate of 5% per annum, and a spirits specific segment valued at over \$7billion in India alone, the company's strategic approach to entering the Indian market has been a carefully planned one.

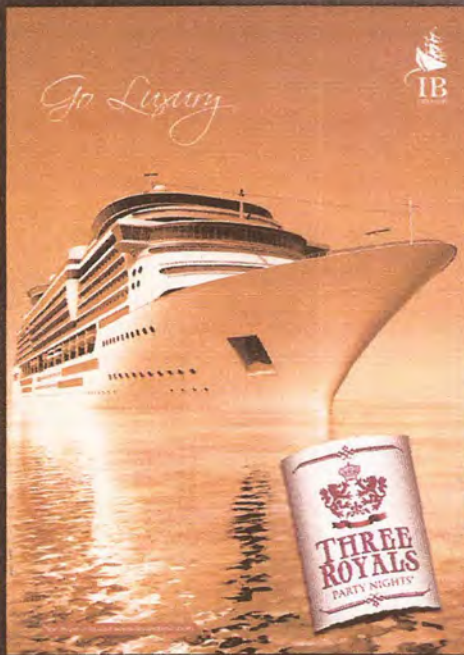
Headed up by the ambitious and dynamic chairman and Managing Director Lisa Srao, along with an international advisory board known to have launched some of the most championed global brands (including Double Dutch known for its almost cult like following over the last decade in the U.K), I Brands Beverages has successfully launched three brands in the Indian market thus far - Three Royals, a luxury segment beverage, Granton - a premium segment beverage, and a Jamaican flavored dark beverage - Rum 99.



Known for her sharp business acumen and out of the box approach, Lisa Srao has been pivotal in steering the company towards sustainability and a sharp growth curve in an industry known for new entrants shutting shop within 6 months of business operation.

"It is my mission to far exceed the expectations of the end consumer. I want to make luxury affordable to our consumers by creating products that are on an international standard quality margin in terms of blend, design, and look and feel. It is what sets us apart", explains the young Managing Director.

With the single-minded purpose to provide consumers with the utmost experience of international standard quality, close attention to detail has been paid towards developing the finest of blends presented in the best possible forms of packaging, from exquisite canisters to beautifully embossed bottles and other features



designed to ensure that I Brands products stand out in every segment that they are positioned in.

"The response to Three Royals has been outstanding to say the least. In the state of Punjab alone, all our stock was completely sold out and we are seeing an ever-increasing demand from both distributors and consumers. It is a very exciting time for us at I Brands, powering on in a lucrative industry that is growing at a rapid 15% every year. We are happy to have been well accepted by the trade in the states we operate in, and have managed to achieve a solid foundation in the country, one that will take most international players over five years to achieve." validates Varinder Singh, Director and Head of Business Development.



With sales and distribution teams in every state of its operations, I Brands has a strong presence in Punjab, Haryana, Uttarakhand, Chandigarh, Himachal Pradesh and Arunachal Pradesh in the North, and Goa and Pondicherry in the South. The company has also worked hard towards building cordial relationships with governing bodies in these regions, a key ingredient in successful business operations.

Plans are also afoot to launch in Andhra Pradesh, Assam, Mizoram, Nagaland and Andaman & Nicobar Islands shortly. TV advertising is also on the cards, along with a new, cutting-edge look for Granton. In the pipeline are also two deluxe segment beverages due to launch in the market, one of them, a rare beverage from France. Strategic alliances and partnerships are also a part of the company's aggressive growth strategy.

"It is our vision to expand the company's presence in India as well as in the Asia Pacific region, and to continuously bring these markets value-for-money, high quality products." signs off Ms. Srao.

