



PERFECTING THE BLEND!

Founding a gap in the premium liquor industry after moving back to India in 2003, Lisa Srao envisioned building a liquor business in this country that provided the market with value for money products. Today, it's not only up against some massive players, but has also doubled its turnover in just three years, surpassing the million dollar mark!

What made you to become an entrepreneur?

I believe I was born to be in this business. I love the challenge of being the only woman having created a spirits business from scratch.

What is your most innovative marketing work yet?

It would be the re-launch of Granton Whisky. Granton Whisky is the flagship product of I Brands Beverages and was launched in August 2010. Later, we bettered the blend, which was the demand for that segment and re-launched it in the market by the end of 2013. @SME

As told to Punita Sabharwal

LISA SRAO

Chairman & Managing Director, I Brands Beverages Ltd

Favourite Artist(s)

Boris Vallejo and Julie Bell

Role Model(s)

Steve Jobs & Richard Branson

Favourite Book(s)

The Alchemist, Conversation With God, The Monk Who Sold

His Ferrari & If Tomorrow Comes

Brands I swear by..

Chanel, Christian Louboutin, Jimmy Choo, Balenciaga, Tom Ford, Zadig, Voltaire, The Kooples & Sweaty Betty

Favourite Holiday Destination

Richmond, London

Painting is...

Meditation, My form of release.