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Our vision is to simplify parents' lives around kids, eliminating chaos and anxiety.

-Tushar Srivastava,
Founder, Nurturey



Our motto is to empower the SMEs and small education coaching institutes with the right technology.

-Prashant Singh,
Founder, Testpitara.com



Our success formula is to deliver excellence in what our stakeholders have been looking for.

-Shaifali Agarwal,
Co-founder, EasyFix

We wanted to start a company that propogates culture and deliver higher than customers' expectations.

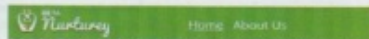
-Lisa Srao,
Chairman and managing Director, iBrands Beverages



NURTUREY: A Parenting Productivity Tool

Addressing Modern Day Parenting Concerns

Unsurprisingly, Nurturey's idea was born when its Founder, Tushar Srivastava, became a parent himself and started experiencing the chaos and anxiety faced by modern-day parents. At first, Tushar and his wife, Tripti, were overwhelmed with the amount of information to deal with related to Ehaan, their son, and parenting in general. Having used productivity tools at work, Tushar tried to organize their parental life using tools such as MS Excel, iPhone calendar, Dropbox etc.



Empower yourself, and see your child's potential bloom with Nurturey.



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The Dynamics of Existence

For millennia, man has attempted to assess his place in this material world. How should he relate to the rest of life and to his fellow beings. What are his true responsibilities, and to whom are some of the nagging questions he continuously grapples with.

Definite answers were not forthcoming, not from the ancient texts, nor from the material thinkers of the modern era.

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Spend and Earn Online with Pennyful.in

Formed in 2011, Pennyful.in is one of the first and best online cashback sites in India. As one would know, the Indian consumer is extremely cost conscious and the concept of cashback, which Pennyful brought into India, has been gaining traction at a rapid pace. A lot of buyers are now shopping online and Pennyful helps them save and earn by giving them their money back into their Pennyful account, which they can choose to withdraw whenever they like.



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Testpitara.com is New Age Learning and Knowledge Management Portal

Pune-based Testpitara.com is a 6-month old product for knowledge management that helps corporate and education service providers build a Virtual Knowledge Hub over the cloud by sharing content, assimilating responses, providing feedback and storing information in a cost effective & time saving manner.

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Present is a Present...

All traditions and cultures talk about living spiritually. There are so many theories and writings on spirituality that a common man gets confused. Spirituality is a way of living your normal daily life in synchronisation with the laws of the Universe, doing your ordinary, everyday activities in a spiritual manner, living in present. Forgetting the bad memories of the past and leaving aside the worries of the future.

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Building up I Brands Beverages Block by Block

I Brands Beverages Ltd. is a leading manufacturer and distributor of alcoholic beverages. With an extraordinary and award winning brand portfolio of international repute, and headed by the dynamic Lisa Srao as Chairman & Managing Director, the company is one of the fastest growing liquor start-up companies in the country, seeing a phenomenal response to its products in the market, over a relatively short period of time.

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WisdomJobs – Finding the Right Job Fit

The Company WisdomJobs found its origination in a friendly gesture by Ajay Kolla who started a Google group named TSNV jobs with 40 members who were his friends. The idea was to connect some good employers in his network to his friends who were seeking jobs. Gradually, this noble effort became very popular and from a 40 members group it evolved to a network of 20,000 people.

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SME WORLD Bureau

Building up I Brands Beverages Block by Block



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Lisa Srao

seeing a phenomenal response to its products in the market, over a relatively short period of time. I Brands Beverages 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 Beverages is a privately owned and operated business, operating with an U.K. affiliate and distributes in India across various states.

UNDERSTANDING THE LIQUOR MARKET IN INDIA, R&D AND THE LAUNCH OF I BRANDS BEVERAGES

I Brands Beverages is dream child of Lisa Srao, Chairman & Managing Director of the company.

Lisa was born and raised in UK and lived in Richmond, London. Before moving to India, she worked in marketing in the media industry in UK, working with the top media companies including Viacom, Vivendi Universal, News Corporation etc. She met her husband and moved to India in 2003 and following her marriage started a family here. She took some time off and was raising her two children. It was only when she could find some free time away from them that she decided to set up a business of her own.

It was when Lisa first started living here she felt the distinct lack of International quality products both in terms of accessibility and variety. She noticed that products in the price sensitive bracket, at that point of time, were of lower quality and good quality products were extremely expensive. Having been inspired by the liquor industry, since she saw her father launch a cult beer brand, Double Dutch, in the UK, about 15 years ago, she immediately noticed that the mass market premium segment of India's billion dollar liquor industry was under-utilized. **This is when Lisa envisioned building a liquor business that provided the market with value for money products. She wanted to start a company that propagates a culture,**

which is steeped in delivering higher than customer expectations with a great focus on the people involved in achieving it. With this thought of bridging this gap with international quality products catering to the value segment, and flanked by her entrepreneurial spirit, I Brands Beverages was launched.

After extensive R & D over 2 years, Lisa realized that she could not bring in products from abroad like she had initially envisaged, but to be truly price competitive she needed to manufacture in India itself. The tastes in India greatly vary from state to state and from that of abroad, and that it was important to create an Asian specific brand at that price segment. A lot of research was undertaken to understand the markets, the right product for this market, the blends of products, packaging, segments etc. very carefully before launching.

India the one of the fastest growing liquor markets in the world and the third largest global spirits market by volume in the world, just behind China and Russia. The Indian alcohol industry focuses mainly on four types of alcoholic products: Indian Made Foreign Liquor (IMFL); Indian Made Indian Liquor (IMIL or country liquor); Beer; and imported liquor.

IMFL is the second largest market and accounted for close to 36% of the industry following country liquor and hence all products were positioned in this segment. In the IMFL market, Brown spirits were the most profitable (95% consumption by volume) - Whisky being the most popular drink among spirits accounting for 60% and increasing at 8 - 10% annually, followed by Brandy (17%), Rum (16%) and white spirits (7-8%).

I Brands Beverages commenced India operations in August 2010 with the launch of Granton Whisky, the flagship product. Close attention to detail was paid to towards developing the finest of blends presented in the best possible forms of packaging, from exquisite award winning canisters to beautifully embossed bottles and other features designed to ensure that all I Brands products stand out in every segment

that they are positioned in.

Today I Brands Beverages is an award winning company and perhaps one of the fastest growing liquor startup companies in India.

PRODUCTS & MARKETS PRESENT

I Brands Beverages has four fantastic products in their portfolio in its fourth year of operation.

- A premium whisky brand - Three Royals (MRP: INR 350 - 735 for 750 ml)
- The flagship product and a deluxe whisky brand - Granton Whisky, which has recently been awarded for its packaging (MRP: 285 - 495 for 750 ml)
- A Jamaican flavored dark rum - Rum 99 (MRP: 210 - 330 for 750 ml) and

A French brandy - Granton XO Brandy (MRP: 280 for 750 ml)

I Brands has a strong presence in Punjab, Haryana, Uttarakhand, Chandigarh, Assam and Arunachal Pradesh in the North, and Goa and Pondicherry in the South and sold in over 5000 retail outlets.

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OVERCOMING OBSTACLES

Lisa faced a lot of challenges setting up I Brands Beverages. The biggest challenge was perhaps that the liquor industry was a financial intensive industry, and at the point she didn't have the kind of funds to play with,



that is the norm of the industry. Also, being an unknown company, they had a hard time getting distributors to work with them - you hardly see liquor startups in this industry; all players are established conglomerates. Regulations in each state is also very different from the other in terms of excise duties, tastes, language liquor preferences, licenses required etc., which makes this business incredibly challenging.

Additionally Lisa was a woman in uncharted territory! The liquor industry is incredibly male dominated and cut throat, and most thought it would be impossible for Lisa to survive here. During meetings with distributors, they would address Lisa's manager and talk to him only because he was a guy. However, that is changing now. The industry is getting more organized now and in a few years, it will shift to being FMCG and retail driven, which is a tremendous thing.

With a lot of determination, Lisa decided to go ahead and start the company with her own limited investment, an amount far less than the massive amounts that the rest of the trade was playing with. Eventually, Col. Mahinder Singh Khaira, a HNI from Bangalore invested in I Brands Beverages and continues to partner Lisa to take I Brands to the next level.

BUSINESS MODEL & GROWTH

I Brands Beverages has taken the slow and steady approach following a semi urban - village route in distribution developing a solid base foundation in the states that they are present in, before opening up other states. This slow approach, has also helped them perfect the blend of products along the

way.

Today, there has been a phenomenal response to I Brands' products, and it is the popularity and quality of the products that have allowed the company to not only sustain in this incredibly tough and complex industry, up against some massive players, but has also double turnover in just 3 years, surpassing the million dollar mark!

In the fourth year of operation I Brands Beverages has opened up retail presence in over 5000 outlets across 8 states in the country and have won our first paramilitary orders awards, which is an achievement as well. By end of this year, they would be opening up three more states in the country.

The retail and trade acceptance convey the brand's penchant for product innovation and consumerism and is a testimony to the hard work and dedication that my team and I have put in to take the company to where it is today.

As Moliere put it, "*Trees that are slow to grow, bear the best fruit*".

IMPORTANCE OF A GOOD TEAM

There is an old saying that says, "*Build your house on rock, and when the rain comes and the floats beat at the door, the house will not fall. Build your*



house in sand and it will be washed away with the storm".

For Lisa, a strong team in place is the rock she had built her business on. The I Brands team is like a family, and each one has a personal interest invested in the succeeding of the business. Lisa always endorses an *Open Style of Management*. All employees could speak to her with any idea or feedback on the products or business and Lisa would implement the necessary ones. This is what motivates her team in feeling a personal responsibility towards ensuring that I Brands succeeds as a company, and each person's individual targets and tasks are achieved.

IMPORTANCE ON CUSTOMER FEEDBACK AND RELAUNCH OF GRANTON WHISKY

Granton whisky was a popular whisky and is the company's flagship product. However, sales teams across the country, from the feedback they received from our consumers, felt that the blend needed to be stronger, for that segment, as opposed to its smooth blend at the time. Eventually Granton whisky was pulled out of the market and given a massive facelift, from its

packaging to its blend, to its ad campaign featuring a popular youth icon.

It was an expensive decision, but a decision that Lisa took. I Brands Beverages is a young and dynamic company, and can, not only afford to continuously evolve their products, based on consumer feedback, but also ensure a quick turn round time for implementation of the same. Lisa believes that the biggest quality of a true entrepreneur is the ability to adapt as per the consumer feedback. This quick turnaround time is a result of the open channels of communication that have influenced the structure of the company, right down to the structure of their supply chain management.

ACCOLADES

They have also won four national awards both in the industry specific and non industry specific category - The Innovative Start Up of the Year in the 4th Entrepreneur Awards by Franchise India 2014, the Best Startup Company and the Runner's up award for Best Brand Premiumisation at the prestigious liquor award ceremony, Spiritz 2014 Awards and the IndSpirit 2014 Excellence in Packaging Award to Granton Whisky.

FUTURE PLANS

Plans are afoot to launch in Delhi, Rajasthan, Tripura and Meghalaya to organically grow across Northern India. They are working towards a pan India presence and also looking at launching in Karnataka, Andhra Pradesh, Telangana, West Bengal and Andaman & Nicobar Islands in the next couple of years. In the next three years, I Brands Beverages plan to surpass the 100 crore mark and in the near foreseeable future, they aim to be one of the top 5 liquor companies in the country.

Lisa is a born entrepreneur and is really inspired by Steve Jobs. "*The people who are crazy enough to think they can change the world are the ones who do*" has been her mantra in driving to where I Brands Beverages has reached today.

