

IMIL business crosses volumes of over 10 million cases

New Delhi, Feb 24, 2012

Globus Spirits Limited, a leading player in the spirits sector is pleased to announce that its IMIL business has crossed volumes of over 10 million cases this year.

Commenting on the development, Mr. Ajay Kumar Swarup, Managing Director of Globus Spirits Limited said:

"It is a proud moment for the entire GSL fraternity as we achieved this record landmark for the first time in our history. We have always been a dominant player in the IMIL segment and our efforts to differentiate ourselves from competition are paying rich dividends.

Our strategy to brand IMIL with the launch of 'Nimboo' in the state of Haryana has received phenomenal consumer response. Our plan is to implement this strategy to other states also. I firmly believe that the IMIL segment has a lot of untapped potential and our expertise in building a strong consumer connect should help us in sustaining the growth going forward. "

Globus Spirits Limited (GSL) is a leading IMIL player in the North Indian states of Rajasthan, Haryana and Delhi. It forayed into IMIL with its entry into the Rajasthan market in 1999, and soon expanded its presence to Haryana in the following year. The launch in Delhi was much later in 2007, by which time GSL had already acquired a leadership position in its existing markets.

GSL has been a pioneer in brand-building in the IMIL space. The company recently launched the 'Nimboo' brand in Haryana, which has been extremely well received. In a period of seven months, the company was able to up its market share from 20% to 27% in Haryana. The brand was launched after extensive efforts in market research, product development and designing premium packaging with a clear message.

The IMIL industry in the North Indian states is showing strong volume growth and companies geared to meet changing needs of these bottom-of-the-pyramid consumers can stand to benefit significantly. Not only is the industry growing rapidly, but also there is an opportunity to grab market share from companies who continue to rely on a commoditized approach.

GSL has shown the way and its growth in the recent past stands testimony to the industry potential and also importantly to its own ability to understand and respond to the consumer needs.

About Globus Spirits Limited (GSL)

Established in 1992, Globus Spirits Limited (BSE code: 533104, NSE Id: GLOBUSSPR, ISIN Id: INE615I01010) is engaged in manufacturing, marketing and sale of Indian Made Indian Liquor (IMIL), Indian Made Foreign Liquor (IMFL), Bulk Alcohol and contract bottling for established IMFL brands. The Company has a well established presence in the IMIL segment and is making its mark in the IMFL segment apart from taking up contract bottling to cater to renowned Indian players.

GSL currently operates three modern and fully integrated distilleries at Behror, Rajasthan and Samalkha and Hisar, Haryana, which have a combined capacity of 84.4 million bulk litres (BL) per annum.

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