

## 'DELUXE RANGE GETS FRENCH CASTLE AS NEW PLAYER'



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*Globus Spirits is taking advantage of the brandy market in southern India to introduce more of its brands, especially in the deluxe and semi-premium range.*

**A**midst growing cut-throat competition, Globus Spirits' brands are making its presence known. As brandy has been traditionally popular in south India, we are launching our French Castle XO brandy in the deluxe/semi-premium range. Our core lies in our quality of grape spirit that is being used to make this extra smooth drink.

The packaging is designed to seamlessly marry the French values with contemporary bottle. The bottle design also differentiates French Castle and makes it more premium than the competitors.

We plan to build this brand and intend to back our offering with lot of brand building activations. While the competition is intense, we believe our product to be the core differentiator that will get the consumers to gradually shift to French Castle.

As far as the business size is concerned, the brandy is being launched in the deluxe/semi-premium range in Andhra Pradesh and Kerala, and this range comprises of more than half of brandy mark and is growing at a healthy rate of 11 per cent. YOY.

The segregated launch is attributed to the fact that 90 per cent of brandy is consumed by southern India because of its perceived medicinal values.

Even though we're a mid-size enterprise, our growing rate has been remarkable. And with our success in the south, our efforts are to increase our width and depth

of distribution in the markets of Andhra Pradesh and Kerala. In the next couple of years, we intend to build our volumes to gain significant market share in this region as we are comparatively a small player in south India right now.

We are not planning into expanding to north, as in our opinion, brandy share in North India is insignificant to gauge any trends. Majority of brandy sales is only in the pockets resided by South Indian population. It will take a while in case brandy has to make some sort of a mark in North India.

But, there is a huge potential for growth. The potential of the brandy market in India can be judged by the fact that it is expected to grow at a rate of 13 per cent YOY for the next five years. We are very upbeat about the future of this category. ●

