



**VIZANAR**

ALCOBEV & FMCG ADVISORS LLP



Vizanar is a specialized business advisory that extends turnkey solutions to alcobev and FMCG companies. We bring together unparalleled experience, knowledge and understanding to provide insights and solutions to the most critical challenges that companies are faced with today.

Headquartered in Bangalore, India, our versatile team works alongside clients in the capacity of advisory engagement as well as operational involvement. The Vizanar leadership holds the distinction of having delivered exceptional results across the value chain. We are a leading authority in the FMCG sector, with extensive domain experience in building world-class companies.



# CASE STUDY UNIBEV

## UNIBEV LIMITED

(ESTABLISH A PREMIUM  
ALCOBEV (BII/IMFL)  
COMPANY)

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## GOALS & OBJECTIVES

To Establish a new BII /IMFL company in premium segment with following twin objectives

1. VALUE ADDITION to the core business of production of ENA & bottling for 3rd parties.
2. To Prepare & partake in the growing IMFL premium products portfolio to be handled by family's next Gen

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## SCOPE OF WORK

1. Company name formation & adherence to all Statutory requirements.
  2. Brand name discovery for Launch of 3 whiskies at different price points and Brandy, Rum & Vodka all in premium segments.
  3. Disruption in product offering to the consumers with an USP
  4. Go to market Plan & Target Launch in 10 profitable volume markets
  5. Organization Set up: Identifying human resources across functions having relevant domain knowledge and their optimal deployment.
  6. Implement best practices for blending and bottling
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# PROCESS ADOPTED

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## Economic Analysis

- All India IMFL Industry analysis.
  - Vizanar identified potential Whisky selling markets of India for Launch of the portfolio
  - A Detailed analysis was done on price points & competitive offerings
  - Pricing of Unibev product portfolio arrived based on different state analysis
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## Brand Name Discovery & finalization

- Governors Reserve Whisky v/s Royal Stag & Royal Challenge Whisky
  - Oakton Whisky V/s Blenders Pride & Signature Premier Whisky
  - Seventh Heaven Whisky v/s Antiquity Blue & Blenders Reserve Whisky
  - Laffaire Brandy v/s Morpheus Brandy & Kyron Brandy
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## Design Agency Briefing

- Based on requirement Design Agencies partners were on boarded to get desired outcome for Unibev Portfolio
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# PROCESS ADOPTED

## Packaging Development & Prototyping

- Creating options for all Packaging elements & finalizing bottle / labels / caps / monocarton / shippers & prototyping of all with a view to create a unique identity to stand above the competition.

## Blend & Process Development

- Developed Blends with a Disruptive USP infused with aged Scotch.
- Superior blends finalized evaluated by consumer panel standing few notches above competitive reference brands.
- As a 1st in the Industry setup "Clean Room" with positive pressure in the bottling hall.



## Trade & Consumer Feedback

- By External & Internal research & trails. Dealer shelf tests.
- Factoring all feedback for go to market

## Go to Markets

- Unibev Portfolio was launched in phases in top 10 profitable whisky & Brandy markets of India covering 70% of IMFL industry of India

## Project Timelines

**Brand Launch 24 months & go to market in subsequent 12 months**

# PROCESS ADOPTED

## Economic Analysis

- All India IMFL Industry analysis.
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## Design Agency Briefing

- Based on requirement Design Agencies partners were on boarded to get desired outcome for Unibev Portfolio






# CONCLUSION – SALES STRATEGY

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## How Did Unibev launched Brands & increased sales in the markets

- Targeted launch only in top 10 high volume profitable markets in phased manner which contribute 70% of Relevant industry
  - Selective product distribution Strategy – we cherry picked the outlets for distribution based on outlet wise throughput analytics.
  - Launch only in 2 high salience pack sizes which contribute upto 80% of the segment volume.
  - Extensive Sales training programs for communication of product USP before the GTM
  - On boarded Right distributor/promoter across the markets to achieve desired results of launch
  - Opportunity to new age entrepreneurs with Alcobev experience
  - Experienced Sales head in each of the market with Rapport driven motivated sales team
  - Defined set of targeted outlets with manageable plan of coverage for the Sales team
  - Special focus on high throughput Off trade outlets to drive shelf movements & sales
  - Implemented CSM incentive programs on the brands for tertiary sales in turn to drive secondaries
- 





BETTER THAN THE BEST

BLENDED  
WITH  
**12**  
YEAR OLD  
SCOTCH

# CONCLUSION – MARKETING STRATEGY

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## How did Unibev capture 2 to 10% of market share in different markets

- Unibev Product portfolio introduced with disruptive & differentiated USP infused with aged Scotch.
  - BTL Spot promotions & strategic visibility points at high throughput outlets
  - Promoters placed in Modern Trade & premium off Trade outlets for canvassing the USP of brands
  - Digital marketing support - engagement with consumers with 2 to 3 posts every week on communication of USP and availability of brands in different cities.
  - Key events participation and extensive Sampling within the trade & consumers
  - Technology Enabled distribution with Hipbar
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# UNIBEV PRODUCT PORTFOLIO



# LAUNCH RITUALS

## PRE LAUNCH BRIEF TO SALES TEAM





**BOTTLE GIFTING TO  
KEY TRADE  
PARTNERS &  
VISIBILITY DRIVE**

# CLUB NIGHTS ACTIVITIES EVENTS SPONSORSHIP





# BTL SPOT SELLING INITIATIVES & CSM PROGRAMMS

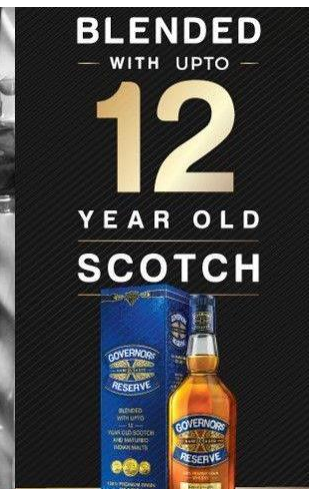






# UNIBEV BRANDS CAMPAIGN DEVELOPMENTS





## UNIBEV PORTFOLIO DIGITAL MARKETING ACTIVATIONS



# CASE STUDY



**WILLIAM GRANTS & SONS  
INDIA PVT LTD**

LAUNCH OF A BII SCOTCH IN  
INDIA



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## GOALS & OBJECTIVES

To launch Bottled In India (BII) Scotch

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## DEFINING SCOPE FOR WGS

To help William Grants & Sons

1. Identity relevant brand name from their portfolio
  2. Arrange a suitable bottling unit for production of stocks adhering to WGS's internal quality & process standards
  3. To help WGS identify vendors compliant with best manufacturing practices for supply of packaging elements.
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# PROCESS ADOPTED

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## Economic Analysis

- Viznar identified high salience entry level price point Scotch markets for Launch in India
  - Technical team recommended 3 bottling units with a view to minimize logistics cost for WGS to finalize based on their internal parameters of bottling process & hygiene.
  - A Detailed analysis was presented of total Indian scotch market with CAGR's of different price points.
  - Pricing for William grants product arrived based on this analysis
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## Brand Name

- Grants Distinction Scotch brand name was recommended & finalized after considering the latent brand equity of "Grants" as a brand name vis -a -vis others.
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# PROCESS ADOPTED

## Packaging Development & Vendors Shortlisting

- Shortlist of top vendors recommended for evaluation by their technical teams, thereby shortening the procurement & finalizing of packaging elements for bottles/labels/caps/monocarton/sealing tape/shippers & prototyping as per WGS standards

## Blend Development

- Based on potential segment consumer palate a unique Distinction blend was finalized by WGS and confirmed by Vizanar with the help of an external panel



## Trade & Consumer Feedback

- By External & Internal research, trails & dealer shelf tests.
- All feedback factored before go to market operations.

## Go to Markets

- Grants was launched in top 5 potential scotch selling markets of India in phase 1 & continues to grow

## Project Timelines

**18 months**



# CASE STUDY

**GRAYSON'S**  
DISTILLERS & VINTNERS  
PRIVATE LIMITED

## GRAYSON'S DISTILLERS & VINTNERS PVT. LTD.

ESTABLISH A SOUTHERN  
REGION ALCOBEV COMPANY  
ACROSS DIFFERENT PRICE  
POINTS

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## GOALS & OBJECTIVES

To Establish a new IMFL startup with a view to have products in all categories and price points with following objectives

Diversification from the existing core business of MNC products Bottling and Distribution.

To aspire upto 10% market share in the high-volume segments of Southern India IMFL market to be handled by family as a fallback and in parallel with core business and for next Gen

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## DEFINING SCOPE FOR GRAYSON'S

- Company name formation & adherence to all Statutory.
  - Creation of Corporate identity for Grayson's
  - To Tap the huge potential of Brandy in southern markets along with whisky for targeting high volume & market share.
  - Go to market Plan & Target Launch in 5 profitable volume markets
  - To supplement investors domain knowledge and production set up Identifying human resources to develop bouquet of brands across price points.
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# PROCESS ADOPTED

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## Economic Analysis

- Vizanar analyzed and identified potential Southern Brandy & Whisky selling markets for Launch
  - A Detailed analysis was done on price points & offerings
  - Pricing of product arrived based on analysis of different State prices
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## Brand Name Discovery & finalization

- Kingswell Whisky/Brandy/Rum v/s McDowells No. 1 Brandy & Rum/DSP black Whisky
  - Silver Stripes Whisky V/s Officers Choice /McDowells No.1 Whisky
  - Golden Stripes Whisky/Brandy v/s M.H. Brandy & Mc. No. 1 Whisky
  - Drue Brandy v/s Mansion House Brandy
  - Marcell Brandy V/s Mansion House Brandy in Tamil Nadu
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## Design Agency Briefing

- Based on requirement agency partners were on boarded to get desired outcome for Grayson's product Portfolio
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# PROCESS ADOPTED

## Economic Analysis

- Vizanar analyzed and identified potential Southern Brandy & Whisky selling markets for Launch
- A Detailed analysis was done on price points & offerings
- Pricing of product arrived based on analysis of different State prices

## Brand Name Discovery & finalization

- Kingswell Whisky/Brandy/Rum v/s McDowells No. 1 Brandy & Rum/DSP black Whisky
- Silver Stripes Whisky V/s Officers Choice /McDowells No.1 Whisky
- Golden Stripes Whisky/Brandy v/s M.H. Brandy & Mc. No. 1 Whisky
- Drue Brandy v/s Mansion House Brandy
- Marcell Brandy V/s Mansion House Brandy in Tamil Nadu

## Design Agency Briefing

- Based on requirement agency partners were on boarded to get desired outcome for Grayson's product Portfolio



# PROCESS ADOPTED

## Packaging Development & prototyping

Developing & Creating options for all Packaging elements & finalizing bottle/labels/caps/monocarton/sealing tape/shippers & prototyping of all with a view to create a relevant identity to stand above the competition.

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## Blend Development

Developed superior blends than the competitive reference brands

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## Trade & consumer feedback

By External & Internal research & trails. Dealer shelf tests. All feedback captured before go to market operations

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## Go to Markets

Grayson's Portfolio was launched in high volume brandy selling markets of Southern India in Andhra, TN, Kerala & Karnataka covering 75% of Brandy industry.

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**Project timelines 48 months**



# CONCLUSION

Viznar was instrumental in Shaping Grayson's right from the name of the company to conceptualizing full fledged brand portfolio taking into the account the strength of Grayson's who had extensive knowledge of the marketplace and network Distilleries & bottling units.

Brands are being launch in a phased manner in different states depending on the salience of existing franchise in these States as well as over all economics depending on production units

The synergy between domain knowledge of Viznar 's team in creating relevant graphics for different brands & product categories & their knowledge of Alcobev Industry has led Grayson's achieving 5 Million cases sales in a short period of 12 months from the date of launch.

Viznar & Grayson's collaboration is the prime example of Advisors & Enterprise creating success factors for creating an ongoing business.







# CASE STUDY



SIDDHAM BEVERAGES LTD.

UAE | EAST AFRICA | INDIA

## SIDDHAM BEVERAGES LTD (SBL)

GO TO MARKET ADVISORY  
FOR ENTRY IN INDIA WITH  
SUPER PREMIUM BRANDS



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### GOALS & OBJECTIVES

- Launch SBL Super premium Brands in India
  - Guide SBL Decide on the pricing strategy of the brands
  - Guide SBL tie up with right business partners for Go to Market
  - Create differentiated blends for SBL portfolio
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### DEFINING SCOPE FOR GRAYSON'S

- Identify potential launch markets for SBL
  - Finalize pricing strategy for the super premium brands of SBL
  - Shortlist promoters/distributors for SBL in launch markets and enable them to make right choices between the leads provided for launch of SBL brands with the help of promoters/distributors
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# PROCESS ADOPTED

## ECONOMIC ANALYSIS

- Super Premium & Premium Whisky analysis for India.
- Vizanar identified top 4 potential & profitable markets for SBL portfolio
- A Detailed analysis was done on price points to provide pricing strategy for SBL
- Pricing of product arrived based on different state analysis

## BLEND DEVELOPMENT

- Developed Unique blends with differentiated USP for SBL portfolio
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## SBL BRANDS PORTFOLIO

- Consilium Black Rye Malt Whisky
  - Consilium Black Cigar Malt Whisky
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## GO TO MARKET

- SBL Launched its brands starting with Maharashtra & are in the process of launching in Telangana & Karnataka before venturing into West Bengal.
- With the help of Vizanar SBL could quickly finalize its Blends, price points & planning of launch in Telangana & Karnataka with the help of shortlist of promoters leads provided.

## Project timelines

Effective inputs from Vizanar provided in 6 months where as the client completed the process of launch in nearly 24 months



# CASE STUDY



**GRAYSON'S DISTILLERS & VINTNERS PVT. LTD.**

ESTABLISHING NEW START-UP  
IN PREMIUM IMFL DOMAIN



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## GOALS & OBJECTIVES

- To Establish yet another new IMFL startup in premium segment to be handled by Family's next Gen.
- VALUE ADDITION to the core business of bottling for 3rd parties.

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## DEFINING SCOPE FOR GOLDBOND

- Company name discovery & formation with adherence to all Statutory requirements.
  - Creation of Corporate Identity.
  - Brand name discovery for whiskies - 3 price points & Brandy 1 price point
  - Trademark registry for brands & all other statutory required on packaging elements
  - Potential & profitable Launch market identification
  - Organization Set up: Identifying human resources across functions having relevant domain knowledge and their optimal deployment.
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# PROCESS ADOPTED

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## Economic Analysis

- All India IMFL Industry analysis.
  - Vizanar identified potential Whisky & Brandy selling markets for Launch.
  - A Detailed analysis being done on price points & offerings
  - Pricing of Goldbond brands to be arrived based on different State analysis
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## Brand Name Discovery & Finalization

- Tycoon Whisky v/s Royal Stag & Royal Challenge Whisky
  - Amaze Whisky V/s Blenders Pride & Signature Premier Whisky
  - Eternity Whisky v/s Antiquity Blue & Blenders Reserve Whisky
  - Eternity Brandy v/s Morpheus Brandy & Kyron Brandy
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## Design Agency Briefing

- Based on requirement agency partners were on boarded to get desired outcome for Goldbond Portfolio
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# OUR BEST PRODUCT



# PROCESS ADOPTED

## Blend Development

Developed Blends with superior qualities than the competitive reference brands with the Veteran Master Blender

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## Launch Markets

Goldbond Portfolio is being launched in 2 southern profitable whisky & Brandy selling markets of in Phase 1 - Pondy Region & Telangana

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## Packaging Development & prototyping

Developing & Creating options for all Packaging elements & finalizing bottle/labels/caps/monocarton/sealing tape/shippers & prototyping of all with a view to create a relevant identity to stand above the competition.

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## Trade & consumer feedback

By External & Internal research & trails.  
Dealer shelf tests.

All feedback will be captured before go to market operation starts

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## Project Timelines

Current & On going project since last 15 months – May 2021

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# CASE STUDY



## TILAK NAGAR INDUSTRIES

STRATEGIC ADVISORY FOR A  
MARKET LEADER IN BRANDY



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### GOALS & OBJECTIVES

- To Setup an advisory board for Tilak Nagar Industries & head the Board as its Chairman
- To transfer knowledge brining in best practices being followed by the industry leaders.
- To Enhance EBIDTA

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### DEFINING SCOPE FOR WORK

To participate in management committee meetings for achievement of goals & objectives by the following:

1. Render strategic & operational advice to the organization
  2. Draw up a 5 years plan to enhance product portfolio for growth of both volumes and value.
  3. Briefing M.D. and the Board on various initiatives within the organization
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# PROCESS ADOPTED

## Market Analytics

- Identifying growth segments outside of company's geographic footprints
- Portfolio enhancement in high growth & profitable markets

## New Brand Discovery

- Identify new brands based on market analysis for quick implementation by capitalizing on company's inhouse strength of brand development & bottling infrastructure



## Profit Optimization

- Mapping of products, packs and states which yielded maximum brand contributions to enhance gross margins by optimal deployment of working capital
- Briefing and monitor state leaders on monthly basis
- Taking price leadership in key markets & products
- To grow volume & market share of Mansion House Brandy which yielded 60% + of company's gross contribution

## Packaging Value addition & Rationalization

- Value engineering of all critical packaging elements
- Inducting new vendors for cost saving of procurement

## Blend Optimization

- Enhancement & review of all blends with a view to be a notch ahead of competition
- to protect franchise of Mansion House Brandy

## Project timelines

- 12 months on Advisory Board



**THANK  
YOU**