

CASE STUDIES







UNIBEV GOALS AND OBJECTIVES

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

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



DEFINING SCOPE FOR UNIBEV

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



PROCESS ADOPTED	
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
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
Design Agency Briefing	☐ Based on requirement Design Agencies partners were on boarded to get desired outcome for Unibev Portfolio



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

CONCLUSION - SALES STRATEGY



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



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 canvasing 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

INTRODUCTION TO THE HOUSE OF UNIBEV

VIDEO LINK



https://youtu.be/QFoH7DMSnKQ



UNIBEV PRODUCT PORTFOLIO







UNIBEV PRODUCT PORTFOLIO





LAUNCH RITUALS PRE LAUNCH BRIEF TO SALES TEAM

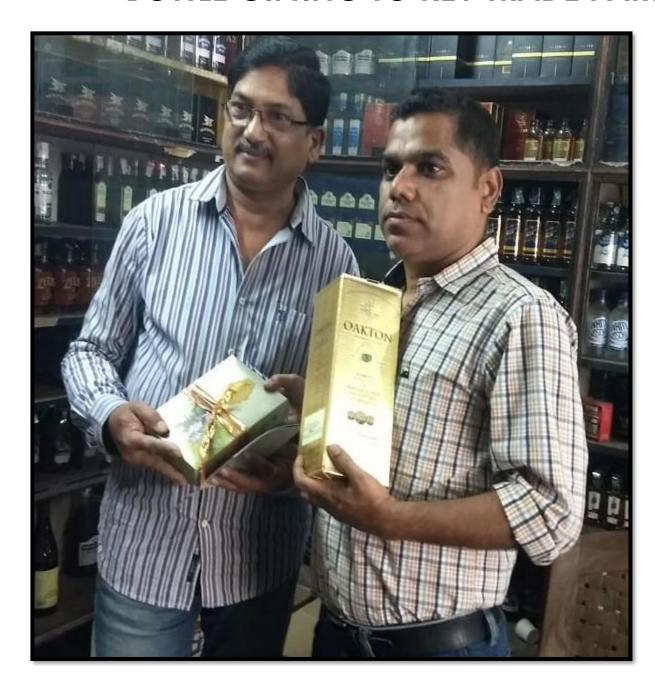






BOTTLE GIFTING TO KEY TRADE PARTNERS & VISBILITY DRIVE







CLUB NIGHTS ACTIVATION & EVENTS SPONSORSHIP







BTL SPOT SELLING INITIATIVES & CSM PROGRAMMS









UNIBEV BRANDS CAMPAIGN DEVELOPMENTS











UNIBEV PORTFOLIO DIGITAL MARKETING ACTIVATIONS

















COMPANY NAME	WILLIAM GRANTS & SONS INDIA PVT LTD (LAUNCH OF A BII SCOTCH IN INDIA)
GOALS & OBJECTIVES	To launch Bottled In India (BII) Scotch
DEFINING SCOPE FOR WGS	To help William Grants & Sons ☐ Identity relevant brand name from their portfolio ☐ Arrange a suitable bottling unit for production of stocks adhering to WGS's internal quality & process standards ☐ To help WGS identity vendors compliant with best manufacturing practices for supply of packaging elements.



PROCESS ADOPTED Vizanar 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 **Economic** for WGS to finalize based on their internal parameters of bottling process & hygiene. **Analysis** 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 **Grants Distinction Scotch** brand name was recommended & finalized after **Brand** Name considering the latent brand equity of "Grants" as a brand name vis -a -vis others.

VIZANAR

ALCOBEV & FMCG ADVISORS LLP

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 Market	☐ Grants was launched in top 5 potential scotch selling markets of India in phase 1 & continues to grow
Project timelines	18 months











GRAYSON'S 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



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.



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
	☐ Kingswell Whisky/Brandy/Rum v/s McDowells No. 1 Brandy & Rum/DSP black Whisky
Brand Name	☐ Silver Stripes Whisky V/s Officers Choice /McDowells No.1 Whisky
Discovery & finalization	□ 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	☐ Based on requirement agency partners were on boarded to get desired outcome for Grayson's
Briefing	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.
Blend Development	☐ Developed superior blends than the competitive reference brands
Trade & consumer	☐ By External & Internal research & trails. Dealer shelf tests.
feedback	☐ All feedback captured before go to market operations
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.
Project timelines	48 months



CONCLUSION

Vizanar 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 Vizanar'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.

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





















COMPANY NAME	SIDDHAM BEVERAGES LTD (SBL) (GO TO MARKET ADVISORY FOR ENTRY IN INDIA WITH SUPER PREMIUM BRANDS)
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
DEFINING	 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



PROCESS ADOPTED	
Economic	□ Super Premium & Premium Whisky analysis for India.
	☐ Vizanar identified top 4 potential & profitable markets for SBL portfolio
Analysis	☐ A Detailed analysis was done on price points to provide pricing strategy for SBL
	☐ Pricing of product arrived based on different state analysis
SBL brands Portfolio	☐ Consilium Black Rye Malt Whisky
	☐ Consilium Black Cigar Malt Whisky
Blend Development	☐ Developed Unique blends with differentiated USP for SBL portfolio
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













COMPANY NAME:	TILAK NAGAR INDUSTRIES (STRATEGIC ADVISORY FOR A MARKET LEADER IN BRANDY)
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
SCOPE OF 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



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
New product Launches	Focusing on high contribution recent product launches namely Premium Brandy, Vodka & Gin
Project timelines	12 months on Advisory Board







THANK YOU