# Detailed Account Intelligence

## Company Description

Alcobrew Distilleries India Limited is a reputed beverage company established in 2005, based in Gurugram, India. The company specializes in the production of alcoholic beverages, including whisky, gin, vodka, rum, and scotch. It operates with a manufacturing capacity of 4.5 Lakh cases of Indian Made Foreign Liquor (IMFL) per month, distributing its own brands such as White & Blue Premium Whisky, Golfer’s Shot, and Indian franchise of Old Smuggler. Besides having a strong presence in northern India, Alcobrew aims to expand its premium product portfolio.

### Key Call Outs

* No specific customer-facing applications or e-commerce platforms have been identified.

## Firmographics

* Company name: ALCOBREW DISTILLERIES INDIA LIMITED
* Country: India
* Establishment year: 2005
* Industry: Beverage Manufacturing
* NAICS code: 312140
* Employee range: 201-500
* Turnover/Revenue range: ₹722 crore - ₹850 crore
* Company website: http://www.alcobrew.com
* Customer focus: Both B2B and B2C
* Target Segment: Both B2B and B2C
* Headquarters: Gurugram, India

## Business Indicators

### Market Development

* Alcobrew is expanding its product portfolio with a focus on premium offerings such as single malt whiskey, gin, and vodka.
* The company is targeting a revenue of ₹850 crore for FY24.
* Alcobrew is extending its reach into eastern states like Tripura.
* The company has been involved in international expansion since 2006, notably through a partnership with Gruppo Campari in Italy for the manufacture and marketing of Old Smuggler Scotch Whisky.
* Post-pandemic, the company has launched multiple brands, including One More Vodka and Alcobrew Single Oak Whisky.
* Alcobrew is planning to introduce a Single Malt whisky in 2025.

### Warehouse expansion

* **New Facilities**: Alcobrew is planning to establish additional warehousing facilities to support its growing distribution needs. This expansion is essential for managing the increased inventory associated with new product launches, particularly in the premium segments of whiskey, gin, and vodka.
* **Strategic Locations**: The company is focusing on regions where it already has a strong presence, including Haryana and Himachal Pradesh. This will enable more efficient distribution to key markets in northern India, where Alcobrew has established a foothold.

### Manufacturing Expansion

* **Increased Production Capacity**: Alcobrew currently operates a manufacturing plant in Derabassi, Punjab, with a production capacity of 400 cases per month. The company has plans to increase this capacity as it aims to launch new products, including single malt whiskey, which is expected to cater to a growing market segment.
* **New Production Facilities**: In addition to the existing plants, Alcobrew is exploring the establishment of new production facilities. A notable mention is the planned bottling facility in Haryana, which will help streamline local supply chains and enhance operational efficiency.

### Financial Performance

* Alcobrew reported revenues of Rs 722 crore in FY23 and targets approximately Rs 850 crore for FY24.
* The company aims to achieve operating revenue between ₹800-820 crores for the fiscal year 2024.
* Alcobrew’s Net Profit Margin improved from 4.55% in fiscal 2022 to 6.97% in fiscal 2023.
* The company has set an ambitious revenue target of ₹1,000 crore for the fiscal year 2024-25.

### Hiring

* Mr. Ashutosh Rajput has been appointed as the Chief Operating Officer (COO).
* Anant S. Iyer has taken on dual responsibilities as Chief Commercial Officer (CCO) and COO.
* Manoj Kumar Goel has been appointed as Chief Financial Officer (CFO) on May 3, 2024.
* Anju Kapoor and Arvind Kaul have been appointed as directors on May 2, 2023, and December 15, 2023, respectively.

## Technology Initiatives

* Alcobrew has established a strategic partnership with Sage Software Solutions to implement Sage X3, a browser-based ERP solution.
* The company is leveraging technology for operational efficiency, indicated by its use of market research, ERP systems, and sales force automation.
* Alcobrew collaborated with Breezo.ai to create an AI-crafted advertisement for its limited-edition Golfer’s Shot packaging.

## Technology Stack

| Workload | Vendor |
| --- | --- |
| ERP | Sage X3 |

## Competitors

### Diageo

Diageo is a leading global beverage company headquartered in London, United Kingdom. Founded in 1886, it manufactures and sells a wide array of alcoholic products across categories such as spirits, beer, and wines. Some of its well-known brands include Johnnie Walker, Crown Royal, J&B, Smirnoff, and Guinness.

#### Key Points of Differentiation

* Global presence with operations in over 180 countries.
* Extensive portfolio of globally recognized premium brands.
* Higher annual revenues and net profit compared to Alcobrew.

### Pernod Ricard India Pvt Ltd

Pernod Ricard India is a subsidiary of the French company Pernod Ricard. It is recognized for its extensive range of premium alcoholic beverages, including brands like Chivas Regal, Royal Stag, and Absolut Vodka.

#### Key Points of Differentiation

* Offers a more extensive range of premium and super-premium spirits.
* Strong international presence and brand recognition.
* Known for dynamic and innovative marketing campaigns.

### United Spirits Limited (USL)

United Spirits Limited, a subsidiary of Diageo, is one of the largest alcoholic beverage companies in India. It has a wide portfolio of brands ranging across whisky, rum, vodka, and gin.

#### Key Points of Differentiation

* Part of Diageo, a global leader in alcoholic beverages.
* Extensive distribution network across India.
* Diverse brand portfolio including premium brands like Johnnie Walker and McDowell’s No.1.

### Allied Blenders and Distillers

Founded in 1986 and based in Mumbai, India, Allied Blenders and Distillers is involved in the manufacturing and sale of alcoholic beverages, offering a broad range of products, including whiskies like Officer’s Choice.

#### Key Points of Differentiation

* Well-established in the Indian market with a diverse product range.
* Significant market share focused on Indian consumers.

## Industry Trends

### Rise of Functional Beverages

Health-conscious consumers are increasingly demanding products that support physical and mental wellness, leading to growth in the functional beverage segment.

### Personalization

Consumers are seeking beverages tailored to individual preferences, fueled by AI-powered platforms that recommend personalized blends and subscription services catering to unique taste profiles.

### Sustainability

Brands are adopting eco-friendly practices to meet consumer expectations and comply with emerging regulations, such as deposit return schemes for single-use containers.

### Plant-Based Beverages

The plant-based beverage category is flourishing, driven by consumer preferences for alternative milk beverages and other plant-powered options.

### Nonalcoholic and Low-Alcohol Beverages

The “sober curiosity” movement is driving the rise of nonalcoholic and low-alcohol beverages, prompting companies to diversify their product offerings, particularly targeting younger demographics.