

Kaya Launches Ultra Strong Bhetki Beer

Kaya Blenders and Distillers Ltd. launched its flagship product “Bhetki Beer” at an international event held in Nepal. A premium strong beer, Bhetki has been developed to capture the attention of beer lovers who are now bored of the existing brands.

With the launch of this new brand, the company aims to tap into Indian subcontinent's preference for strong brews of impeccable quality and repute. Explicit strategies have been laid down to ensure that the brand beats the competition from already established brands such as the ones sold by Carlsberg Group and Anheuser-Busch InBev.

Strong beer refers to the alcohol content between 5–8% and accounts for about 85 percent of all beer sales in India. Recent market surveys and forums have revealed that people are willing to spend exorbitant amounts to buy strong beer labels such as Carlsberg Elephant and Budweiser Magnum.

Since Indian liquor market has seen an unprecedented hike in the number of beer consumers, especially in states such as Punjab, Haryana, and Delhi, the company has put huge emphasis on developing a quality product that will be in demand because of its premium quality packaging and taste. Keeping up with its own track of having unique and creative packaging, Bhetki Beer packaging has also been intricately designed to stand out among others with rich hues of labels that provide it an appearance of a luxury brand.

The manufacturers claim that Bhetki Beer will soon garner huge support from a wide populace of beer-lovers. It is brewed with more wheat than malted barley as compared to other liquor beer varieties available in the market. It has been developed after years of research and using fine machinery. Keen attention has been paid to the taste of the beer so that it stands at par with the conventional standards of beer.

Kaya Spirits launched the product at an international event held in Kathmandu, Nepal organized by Citizen Integration Peace Institute—an India-Nepal forum for peace and development that received the patronage and participation of top-notch liquor connoisseurs from across the Indian subcontinent.

The newly launched brand, thus, garnered attention from professionals and market-leaders. It successfully introduced itself as a game-changing brand. Kaya Spirits called the product ‘new-age liquor’ that tastes as good as other beer varieties.

Karun Kaura, founder, and director of Kaya Spirits, is positive that with the launch of their new product, the sales share of the company will increase exponentially and will generate huge revenues from investors and customers. 

