

'Change with preferences to stay relevant in the market'

Karun Kaura, CEO, Kaya Spirits

Liquor importers always know the pulse of the market. The same applies for Kaya Spirits, whose current import profile includes Möller and Vitalsberg lager beers. These two lagers are, both, from the original portfolio of Proex Brewing Co. from Saville, Spain, and are doing pretty well in their segment in India, so much so that Möller's portfolio is the fourth largest selling beer.

But according to the CEO of Kaya Spirits, Karun Kaura, Indian beer manufacturers are already doing a good job of making high quality beer, and they have all the wherewithal of making it better. He foresees a growing competition of domestic vs. imported — and in that he believes the local beer makers can and will surely give a tough competition to the foreign brands. But, in this one battle, like any other consumer product, the consumer remains the king.

In view of the latest trend of sale of beer in the market, he predicts there will be a surge in demand for flavoured and craft beers, especially in big cities. "Beer drinkers are graduating from typical lagers to high-quality beers of new flavours and taste," Karun explains. "The importers as well as the domestic beer makers will have to be in line with the changing preferences to stay relevant in the market."

As consumers are leaning towards for quality beers with better flavour profiles, Karun believes that his import product Möller fits in well within these demand parameters, as its high-profile taste attracts lovers of newer beer expressions. "The consumers' love for Möller has made it one of the largest selling beers with an unmatched taste and quality," he adds.

"All the companies have to conform to the changing need of the market. We keep a track of the new trends in the market, and we ensure that our brands are in tune with the customers'



choices and requirements. Such understanding of the market has led us where we are today," he adds.

For Karun price plays a very important role, as Indians are price sensitive and always go for value-for-money products. He believes the companies dealing with beer have to ensure that their products are within a threshold limit of consumers' price expectations.

Also, the selection of beer depends upon the taste and Karun says the taste of Möller is filled with citrusy aroma and it is full of freshness. Möller is for quality lovers and high-profile parties and events.

Möller lager beer is made using original methods, resulting in a smooth and mild beer, unique in its kind. Möller original lager beer is a product of Proex Brewing Co. and is a registered trademark and usually a premium import.

Kaya Spirits' other premium import, Vitalsberg Lager has been chosen, keeping in mind the need of a newer category of customers: women. Says Karun: "Women drinkers are growing in number and are becoming quite discerning consumers. Their need cannot be ignored. Keeping women's taste in mind, we have imported Vitalsberg. The fresh and fruity yeast aroma, together with the mildly bitter taste makes this beer perfect for women who join high-profile parties."

According to Karun, though beer is loved across India — in big cities and small cities; however in smaller cities, domestic beer is the more dominant and very few customers go for imported brands. The imported beers have more demand in metropolitan cities. "With the opening of exclusive beer joints and pubs, imported beers are becoming more in vogue. And this trend will keep increasing, thanks to the growing number of better informed and widely travelled consumers," Kaura predicts.

What surprises Karun, however, is that even though Belgian and Spanish beers have always been in demand in good numbers in India, beers from countries such as China and Italy, which are not exactly known for beers, are also making inroads in India. He predicts that as India has a huge consumers base with millions of young consumers coming of legal drinking age every year, many more beers from other countries will also make their foray into India. 



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