

Kaya opening New Frontiers



After establishing its presence in 13 states in the country, Kaya Blenders & Distillers Limited is also strengthening its presence in China, Africa and Middle East. Its multiple brands are being shipped to these countries regularly.

Kaya Blenders & Distillers Limited was founded by a young entrepreneur, Karan Kaura, in 2015 with just two bottling plants in Punjab and Himachal Pradesh. In a span of two years the company has seen exponential growth under the dynamic leadership of its founder. Now it has five bottling plant tie-ups in the states of Orissa, Maharashtra and Goa. Along with increased production the company has also focused on setting up strong distribution channels and the brand is now known not only in other states of India but has also made its presence felt in China, Africa and the Middle East.

Chairman and Managing Director, Karun Kaura, believes that dedicated research and improvements can lead to innovation and development of unique and promising products under the Kaya brand. The brand has carved a niche for itself and its growing patronage among both Indian and international whisky connoisseurs is a testimony to the high quality of its products, which do not use any artificial flavours. Kaya's whiskies are a blend of imported scotch malt and select Indian grains whereas its competitors use molasses.

Kaya's brand portfolio in India is quite extensive. It includes Soldier's Pride XXX Classic Rum, Blue Whale


and Midnight Blues Vodkas and Royal Patiala, Old Professor, Minister's Reserve and Jackie Crown whiskies in different price segments. Kaya makes its own beers (Magnum & Bhetki) and also imports some, like Moller and Vitalsberg strong beer. The wine range includes Spumante Brut white, Sangiovese Puglia IGT, Pinot Grigio IGT, Merlot del Veneto and Montepulciano d'Abruzzo DOP.

To overcome the competition and challenges of the market the company uses various marketing strategies like surrogate advertising, holding events like music fests, fashion shows and movies to promote its product. It is also engaged in BTL advertising with a number of successful merchandising campaigns involving key chains, glasses, coasters, bags, T-shirts, caps, shop signages, banners and posters.

The company also runs a range of CSR initiatives like promoting responsible drinking, empowering women, organising medical camps, planting trees, and supporting the Robin Hood Army, an international humanitarian group that works tirelessly towards creating a hunger-free world.



Man behind the success of Kaya Blenders & Distillers Limited, Karun Kaura is investing in the dedicated research and giving serious emphasis on continual innovation and improvisation that has enabled brand Kaya to develop some promising brands in the country.

"Our utmost efforts are to safeguard the trust and faith of our customers by continual research and development," he resolves. 

Karun Kaura, CMD, Kaya Blenders & Distillers Ltd