

USL Diageo – One Page Report

United Spirits Limited, abbreviated to USL, is an Indian alcoholic beverages company, and the world's second-largest spirits company by volume. It is a subsidiary of Diageo, and headquartered at UB Tower in Bangalore, Karnataka. USL exports its products to over 37 countries.

According to the official website of the company, as of March 2013, USL has more than 140 liquor brands, of which 15 brands each sell more than one million cases annually while 3 brands each sell more than 10 million cases annually.

The company originated as a trading company called McDowell and Company (also known as McDowell & Co, McDowell or McDowell's), founded in India in 1826 by Angus McDowell, a Scot. He set up a warehouse near Fort St. George, Madras (now Chennai). The company imported liquor, tobacco products, and other consumer goods into India to serve the needs of British people stationed there. McDowell & Company Limited was incorporated as a company in 1898, with an initial capital of ₹8 lakh (US\$12,000) as 4,000 preferred shares and 4,000 common shares of ₹100 (US\$1.60) each.

COMPANY VALUES

To fulfil their ambition they know that we must earn the trust and respect of everyone they deal with. That's why their culture is rooted in a deep sense of their purpose and values. These values underpin their business and guide how they work.

"We're passionate about customers and consumers – our curiosity and customer and consumer insights drive growth. We care for our brands. We're courageous in pursuing their full potential. We're innovative, constantly searching for new ideas that drive growth, developing them across our business.

We give ourselves and each other the ***freedom to succeed*** because this fosters an entrepreneurial spirit. We trust each other; we're open and challenging. We always behave as a team – when we're together and when we're apart.

We're ***proud of what we do*** – we act sensitively with the highest standards of integrity and social responsibility. We enjoy and benefit from diversity.

We will strive to ***be the best*** – we are restless, always learning, always improving. We constantly set high standards and then try hard to exceed them. We deliver results, win where we compete and celebrate our success.

We ***value each other*** – we seek and benefit from diverse people and perspectives. We strive to create mutually fulfilling relationships and partnerships."

Corporate Headquarters – Bangalore, India

Gross Profit(2016) – 929 CR

Leadership – Mahindra Kumar Sharma – Chairman

Anand Kripalu – Managing Director & Chief Executive Officer