

= Royal Stag =

Royal Stag , also known as Seagram 's Royal Stag , is a brand of Indian whisky , owned by Pernod Ricard India , and launched in 1995 . It is Pernod Ricard 's best selling brand . It is a blend of Indian grain spirits and imported Scotch malts . It is commonly available in 1 L , 750 ml , 375 ml and 180 ml bottles and also available in 90 ml and 60 ml bottles . The brand is named after a species of deer famous for its antlers , that is also featured in its logo . It is produced in several company @-@ owned as well as bottler @-@ owned distilleries . It is the first Indian whisky brand to not use any artificial flavour .

Pernod Ricard has identified Royal Stag along with Imperial Blue , Blenders Pride , Chivas Regal and 100 Pipers as the company 's five core brands to build its spirits business in India . Royal Stag sold 12 @.@ 3 million cases in 2011 , toppling Absolut Vodka , to become Pernod Ricard 's biggest selling brand in its global portfolio of alcoholic beverages . Royal Stag sold 16 @.@ 1 million cases in 2014 .

= = History = =

Royal Stag was launched in India in 1995 by Canadian liquor giant Seagram . It is named after a deer species known for long antlers . It is the first Indian whisky brand to not use any artificial flavour . The whisky is a blend of Indian grain spirits and imported Scotch malts . Seagram 's global business was jointly acquired by Pernod Ricard and Diageo in December 2000 . The two companies later split Seagram 's business based on the previously announced framework agreement signed between them .

In the calendar year 2001 , Royal Stag was selling over 125 @,@ 000 cases per month and sold approximately 1 @.@ 75 million cases in 2002 . The brand 's annualised sales during the 2004 calendar year crossed 3 million cases , and increased to nearly 4 million cases in 2006 . Royal Stag was ranked second among Indian spirits brands in Impact International 's 2008 list of " Top 100 Brands at Retail Value " with a retail value of US \$ 505 million . The brand reported sales of 8 million cases in 2009 and nearly 10 @.@ 6 million cases in 2010 .

Royal Stag sold 12 @.@ 3 million cases in 2011 , toppling Absolut Vodka which sold 11 @.@ 3 million cases , to become Pernod Ricard 's biggest selling brand in its global portfolio of alcoholic beverages .

Pernod Ricard India launched a more premium version of Royal Stag , called Royal Stag Barrel Select in December 2011 . It is priced significantly higher than Royal Stag and positioned between deluxe and premium segment . It is developed by the UK based international branding and packaging consultants CARTILS .

= = Marketing = =

Royal Stag is placed in the deluxe segment of the Indian whisky market and is priced to target the upper middle class aged 25 ? 40 years . The brand 's main national competitor , at its price point , is United Spirits Ltd 's McDowell 's No.1 whisky . Royal Stag also faces competition from Radico Khaitan 's 8 PM Royale , Mason & Summers ' " Royal Crown " , United Spirits Ltd 's Royal Mist whiskies and Allied Blenders & Distilleries ( ABD ) 's Officer 's Choice Black . Pernod Ricard has identified Royal Stag along with Imperial Blue , Blenders Pride , Chivas Regal and 100 Pipers as the company 's five core brands to build its spirits business in India . 5 brands have been divided in 2 categories , Chivas Regal and 100 Pipers come under " lifestyle business " category while rest of brands along with Royal Stag come under India @-@ made foreign liquor ( IMFL ) . It is marketed in 1 L , 750 ml , 375 ml and 180 ml bottles and also available in 90 ml and 60 ml bottles .

Advertising alcoholic beverages is banned in India as per the Cable Television Network ( Regulation ) Amendment Bill , which came into effect on 8 September 2000 . To circumvent the ban liquor manufacturers use surrogate advertising or develop associate properties . Royal Stag uses three themes ? Mega Movie , Mega Music and Mega Cricket ? to promote the brand . According to

Seagram India 's vice @-@ president of marketing Bikram Basu , " We 've developed Royal Stag Mega Cricket and Royal Stag Mega Movies to promote the brand " . Mega Cricket sells cricket gear , and sponsors cricket events , and Basu claims that Mega Movies sponsors " around 8 ? 10 national releases of Hollywood movies every year . " The brand often uses cricketers and Bollywood stars in its advertising . The brand 's slogan is : " It 's your life , make it large " .

= = = Brand ambassadors = = =

In 2002 , Seagram signed eight cricketers to endorse Royal Stag , including Harbhajan Singh ( India ) , Marvan Atapattu ( Sri Lanka ) , Wasim Akram ( Pakistan ) , Glenn McGrath ( Australia ) , Jonty Rhodes ( South Africa ) , Mervyn Dillon ( West Indies ) , Stephen Fleming ( New Zealand ) , and Andy Flower ( Zimbabwe ) . The campaign was handled by Ogilvy & Mather . Seagram spent ? 2 @. @ 5 crore ( US \$ 370 @, @ 000 ) on this promotion . Following this contract , in 2004 , Pakistan Civil Court ruled that Wasim Akram had hurt sentiments of Muslims and was fined 25 @, @ 000 Pakistani rupees ( £ 238 ) and ordered to apologize the nation . While Akram 's lawyer maintained stand that Akram had never appeared in any advertisement of alcoholic product .

In 2006 , a Royal Stag advert featuring Harbhajan Singh without his turban , with his hair tumbling down over his shoulders , outraged orthodox Sikhs , who burnt effigies in the city of Amritsar . Sikh clergy and its representative body , the Shiromani Gurdwara Parbandhak Committee ( SGPC ) demanded an apology from Singh and demanded that Pernod Ricard India withdraw the ad , which the SGPC termed , an " offensive representation which has hurt the feelings of Sikhs . " Singh later apologised saying , " I apologise . In case I have hurt the feelings of my people , it was really not my intention . "

Other cricketers that have featured as brand ambassadors or have appeared in Royal Stag advertising include Gautam Gambhir , Jonty Rhodes , Mahendra Singh Dhoni , Ricky Ponting and Yuvraj Singh .

On 10 February 2012 , Pernod Ricard India announced its signing of iconic Bollywood star Shahrukh Khan as brand ambassador for Royal Stag . The company said that Shahrukh would work in tandem with another Bollywood actor Saif Ali Khan , who had been the brand ambassador since several years . South Indian movie star Mahesh Babu is also one of the brand ambassador of Royal Stag .

In 2014 Pernod Ricard India announced its signing of Bollywood actors Ranveer Singh and Arjun Kapoor as brand ambassadors . General manager of Marketing Raja Banerjee said that , " We firmly believe that the dynamic duo represents the dreams of this country and therefore would reinforce our brand positioning " . However , they maintained that Shah Rukh Khan would continue to promote the brand .

= = = Sponsorship = = =

The Royal Stag brand often sponsors musical and sporting events . It sponsored the Sahara Cup matches in Toronto , Canada from 1996 to 1999 . Under the name " Seagram 's Royal Stag Mega Music " , the brand sponsored a multi @-@ city music tour featuring Strings , along with Saif Ali Khan ( then brand ambassador ) and Indian rock ' n roll band Parikrama in January 2008 . Royal Stag is the title sponsor of the Mirchi Music Awards .

= = Sales = =

In 2002 , Seagram 's Imperial Blue and Royal Stag were emerged as fastest growing brands in domestic market . Royal Stag saw 53 % rise in its sale from 1 @. @ 12 million cases in 2001 to 1 @. @ 75 million case in 2002 . In 2010 , Royal Stag first time crossed the mark of 10 million cases and Pernod Ricard became the first multinational company to cross this mark in India . In 2013 calendar month , Royal Stag first time crossed retail sale worth more than \$ 1 billion . It had a total of \$ 1 @. @ 3 billion in retail sale . Royal Stag sold 16 @. @ 1 million cases in 2014 and remained

the third biggest @-@ selling whisky in India from 2011 behind Officer 's Choice and McDowell 's No.1.

The following table shows the annual sales of Royal Stag :