

distilleries and seven breweries, over time this number now stands at nine distilleries and six breweries. There are 288 liquor brands sold through various TASMAC outlets in Tamil Nadu. TASMAC has 41 depots in five regions and runs over 6,000 retail outlets across the state. It procures beer locally from three manufacturers and hard liquor from six manufacturers.

Certain alcohol products are imported from other states. "TASMAC orders 47 lakh cases of IMFL and 24 lakh cases of beer per month," says Vasudevan. The state revenue is around ₹30,000 crore and is increasing every year. Our growth rate currently is 11% while the other companies clock 8-9% he adds. "The brewery growth is 20% and our market share in that segment is 16%. We are number two or three while Kingfisher is number one," he elaborates.

KALS Group commenced IMFL operations in 2009 and ventured into manufacturing with state of the art facilities. It now has two plants for both IMFL and beer in Tamil Nadu, situated in backward areas with plenty of water, also making it good for logistics. The first is in Pudukottai district with a capacity of 9 million cases per annum and another one is in Coimbatore for IMFL with 12 million cases per annum. There is also one in Kunigal, Karnataka that produces IMFL and has a capacity of 3.6 million cases.

Like many success stories in the industry, KALS soon realised the value of creating brands that would form everlasting relationships with its consumers. "In today's diversified and crowded marketplace, the significance of a brand has gone up hundredfold and the role of brand building is well realised. KALS has invested ample time and resources in this regard and has come out with some outstanding products in its alcoholic beverages portfolio which are now the market leaders that have reached its threshold of brand equity. This includes brands in the premium, mid-level and economy segments," says Vasudevan.

He also explains how there are no tenders or quotas, with orders being



generated based on the weighted average. "Three years' consumption patterns are evaluated and fast moving brands based on three months' cycles are given more weightage. Promotions, marketing and quality are also considered. Ownership of plants is also important," he adds.

In 2012, the company launched La Martine, a premium brandy which became the market leader. 2014 witnessed the launch



KALS - Share of TN Market. Share of market in %

	2015-16	2016-17	017-18	2018-19 Plan
IMFL - All Products	13%	12%	14%	23%
IMFL-Premium Segment	20%	21%	21%	23%
Beer	22%	18%	19%	23%

Aspira – Lemon Twist A Rum with a Story to Aspire & to Envy

Twist the natural lemon and feel the zeal

"It's harder to stay on top than it is to make the climb. Therefore, continue to seek new goals. Envision, create, and believe in your own universe, and the universe will form around you" – KALS Group with a firm conviction of this adage has set the basic Value Proposition to be the Market Leader in the segments that is represented by them.

KALS Group has metamorphosized dramatically since its founding, but its priorities have not changed. With the backdrop of witnessing a growing interest in rum amongst the targeted consumer segment & in line with the Product Diversification Strategy in premium segment, Brand of Aspira – An embodiment of Aspiration is envisaged as a Brand of Excellence. According to the company spokesperson, Aspira is well poised to have three cornerstones, which is aligned to core-competence of Kals Group- Foundation of Innovation, Cutting edge of Blending, & Imbibed Natural Flavour – these cornerstones differentiates Aspira from other products.

Aspira – an ultimate endeavour towards journey of excellence is derived as a synergy of Aspiration & Inspiration! Aspiration is a hunger to fulfil dreams

and vision and hence christened the Brand as Aspira.

While Aspira (Lemon Twist) is going to be the umbrella brand with natural Lemon Flavour, KALS with the aspiration of keeping the eyes and heart closer to the eyes of consumers will evolve brands that will have blasting Berry Flavour Twirling Apple Flavour, &

Captivating Chocolate Flavour.

Aspira –Lemon Twist is Original Citrus Rum - is a carefully crafted product that infuses KALS rum with the essence of the royal family of citrus fruits: lemon & lime. It has a refreshing taste with a twist of lime, and is best enjoyed as a chilled shot, on the rocks, with Tonic water or soda.

Aspira's focus today is to hit the retail segment besides creating a strong brand of choice for the bartenders. "Vodka is undoubtedly a very flexible spirit in cocktails, but Aspira Rum is a really unique ingredient; it brings that sense of fun and energy; it creates cocktails that are more than the sum of their parts," says the spokesperson.

The secret to the intense flavour in KALS flavoured rums is the characterful rum amplifies these ingredients to unleash the richest possible fruit flavour—and the most vibrant experiences. The juicy taste and captivating aroma hits you as soon as you open the bottle, say company sources. Aspira –Lemon Twist joins the line-up of flavoured rums available in 750ML, 375ML, & 180ML. It is the choice of those consumers who associate with high image brands and appreciate the good things in life. 🍹



search for potential export partners with whom they can set up long-term business relationships. Their export markets are not just focused on Middle East and Africa, but also South East Asia. "We are committed to providing high-quality products to our distributors and customers to ensure customer satisfaction and market growth," he adds.

KALS' net group revenue for the year 2017-18 was ₹6,980 million, as against ₹5,920 million in 2016-17. KALS is not

the listed company and operates at the tune of around 5-6 million cases per annum, cornering 16-17% market share. In fact, this number increases to 27% in premium category.

Currently the group is in expansion phase after posting healthy results in both entities (KDL and KBL) and having a very low debt level. After the acquisition of IMFL unit in Tamil Nadu/Karnataka, the state is planning to set up Green field Breweries in Andhra Pradesh. Plans are also

afoot for a holding company at the group level and should be executed soon. The company's future plans include expanding its footprints to other states, export of beer, backward integration for ENA supplies (for which cost opportunity is significant), and introduction of pet bottles in Tamil Nadu market. Plans to alternatively work on manufacture of their own glass bottles to de-risk supply challenge, and introduction of more premium brands for a niche segment are also underway. 🍹