

## UNITED SPIRITS: KEY FACTS



### THE LEADING SPIRITS COMPANY IN INDIA

- United Spirits Limited (USL) is the leading spirits company in India, with net sales of Rs. 105,980 million (£1,134.70 million)<sup>1</sup>.
- USL possesses an outstanding brand portfolio in India with strong customer recognition and breadth of brands across categories and price points. It also has a strong distribution network and point of sale coverage, with sales offices in key Indian state capitals and established manufacturing and bottling plants in all major Indian states.
- The company is growing at a robust rate. According to the Impact Databank 'Top 100' volume ranking, USL brands grew volumes 5.2% in 2012 compared to 3.5% for the total of the top 100.
- The higher end of its portfolio is growing the fastest with prestige and premium segments growing by 21% compared to industry growth of 11%.<sup>2</sup>

### THE INDIAN MARKET

- India has a significant growing middle class (160 million people) expected to reach 600 million by 2025. The affluent and emerging middle class will account for more than 80% of national consumption by 2025.
- The economy is also delivering significant growth with forecasts of 6% GDP growth year-on-year.<sup>3</sup>
- India has a large and growing spirits market gaining 4.3 million new consumers every year.<sup>4</sup> The higher price tiers are growing the fastest with volumes of premium whisk(e)y up by 14%, super premium whisk(e)y up by 24% and premium scotch up by 28%<sup>5</sup> (5 yr CAGR from 2008-2012).
- The Indian Total Beverage Alcohol (TBA) market is worth \$6.1 billion and is forecast to grow at 15% CAGR in value over the next 5 years. Expected growth in spirits will be led by Scotch and Premium Indian Made Foreign Liquor (IMFL).<sup>6</sup>

### UNITED SPIRITS FAST FACTS

- Total portfolio volumes of 123.7 million 9-litre cases<sup>2</sup> (largest spirits company globally by volume)
- Net sales of Rs. 105,980 million (£1,134.70 million)<sup>1</sup>
- Market capitalization: Rs.248,408.82
- Strong 59% market share for its first line brands in India
- Outstanding brand portfolio in India: 140 brands, 21 brands selling more than a million cases a year, of which five brands each sell more than 10 million cases annually
- Brands represented in 64,000 outlets across India (close to 100% of on- and off-premises network)
- Agile pan-India footprint: more than 80 manufacturing facilities (owned and contracted) in India
- 9,600 employees globally

### UNITED SPIRITS KEY BRANDS

#### Whisk(e)y:

- McDowell No. 1 family (whisk(e)y, brandy and rum)
- Signature
- Royal Challenge
- Antiquity
- Bagpiper
- Director's Special Whisk(e)y

#### Scotch whisky:

- Black Dog
- Whyte & Mackay
- Jura
- Dalmore

#### Vodka:

- Vladivar
- Romanov
- White Mischief



<sup>1</sup> USL Profit Statement (Consolidated) as on 31st March 2013 <sup>2</sup> USL results press release, FY to 31 March 2013 <sup>3</sup> NCAER's Macro consumer research & McKinsey Bird of Gold : The rise of India's Consumer Market <sup>4</sup> Listing Research 2012 <sup>5</sup> Premium whisk(e)y here refers to IMFL premium whisk(e)y, super premium whisk(e)y refers to up to deluxe scotch segment, premium scotch refers to deluxe & above <sup>6</sup> IWSR India 2012 report