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‘Pride of Madrid’ - ‘Mahou 5 Star’ now Made in India



Indian subsidiary of leading Spanish brewer, Mahou San Miguel, renamed Mahou India launches flagship international brand in India – to be available across different Indian states.

Mahou India, the first subsidiary of Spanish brewing major, Mahou San Miguel to be established outside Spain, has strengthened its position in the India market with the launch of Mahou 5 Star. This will also be the first ever Spanish beer to be made in India. By doing so, the company increases its offer in the country and take the leap to the premium category, starting competing in new segments.

The beer, brewed at the Mahou India brewery located in Bhiwadi, Rajasthan, is already available to consumers in different states across India and is receiving a very good initial acceptance.

‘This launch represents a further step in our consolidation in the Indian market, which is today a strategic and investment priority for the Company due to its high growth potential. We are committed to India for the long term, and have built a strong local leadership team to take the Company forward.’ said Erik d’Auchamp, Chief Executive Officer, Mahou India.

Pride of Madrid – Mahou 5 Star is made with the highest quality hops and yeast that shape its body and flavor. In India Mahou 5 Star has been adapted to suit the local palate and need, without compromising its original personality, taste and quality.

Following the 2014 acquisition of Arian Breweries, Mahou San Miguel became the first Spanish company in its sector to operate in the region with its own brewery. Since then, Mahou India has increased its India head count by 25% and has invested in R&D and production processes to ensure maximum quality and safety in all its products.

‘Our business in India is a constant source of innovation, which helps us in evolving as organization in and outside Spain’, added Erik. Mahou San Miguel will be investing over 18 Mln Euros in India over the next five years. Following the launch of its “flagship brand”, Mahou 5 Star - Mahou India will continue to invest in developing an innovative premium brand portfolio by adding the Mahou Clásica brand to the India portfolio.

‘For us the India launch this year is a very important milestone and, in some way, emotional too since it marks Mahou’s 125th anniversary in Spain’, said Jonathan Stordy, International Managing Director, Mahou San Miguel. ‘We feel very confident of Mahou’s success in India. Already, Mahou is growing at a good pace in several markets across the world including Chile, UK, Hong Kong and United States, where it is appreciated not only for its quality and taste, but also for the Spanish lifestyle and values with which it is associated.’ he added. Considering the initial good results, the company believes in the huge potential of the beer market in India, the one with the highest growth rate worldwide (13%).

Mahou India has also re-launched the Indian Dare Devil brand, which has been premiumized into an attractive and reference brand, not only for the Indian consumer but also for the tourists who visit India.