

FIRST BREWED-IN-INDIA SPANISH BEER LAUNCHED

Mahou India has launched 'Pride of Madrid' – Mahou 5 Star, the first-ever Spanish beer to be made in India. And, Mahou India is also the first subsidiary of Spain's largest brewer, Mahou San Miguel, to be established outside Spain. With the launch of Mahou 5 Star, the company has taken the leap to the premium category.

Strengthening its position in the Indian market, 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.

The flagship brand Mahou 5 Star is brewed at the company's brewery located in Bhiwadi, Rajasthan. It is receiving a good initial acceptance. Mahou 5 Star is made with the highest quality hops and yeast that shape its body



Erik d'Auchamp, Chief Executive Officer, Mahou India

India important for our expansion plans: Erik

Mahou-San Miguel plans to invest nearly Rs 120 crore in India to market its eponymous brand along with local beer Dare Devil in an effort to make the country one of its largest markets globally.

The company, which controls more than a third of the Spanish beer market, entered India three years ago by acquiring 50% stake in Arian Breweries. Last year, it acquired the remaining stake to set up its first subsidiary and distillery outside Spain.

"Once we started looking at our global expansion plans, India became an important factor," said Erik D'Auchamp, chief executive officer at Mahou India.

For Mahou-San Miguel, international markets contribute nearly 13% to its annual revenues of \$1.2 billion, or about Rs 7,950 crore. D'Auchamp said the company aims to scale that up to 20% in the next five years.

"In the next five years, it is estimated that Indian beer market will be 35 million cases, bigger than the Spanish market by then. So there is room for existing players and also for newcomers," Erik said.



and flavour. In India Mahou 5 Star has been adapted to suit the local palate and need, without compromising its original personality, taste and quality.

"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.

On the Mahou 5 Star launch, Jonathan Stordy, International Managing Director, Mahou San Miguel, said, "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. 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 the 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."

Following the launch of Mahou 5 Star, Mahou India will continue to invest in developing an innovative premium brand portfolio. The company is also looking at launching lighter brand Mahua Clasica, super premium beer brand Alhambra and even spring water from its global portfolio in due course. "Our business in India is a constant source of innovation, which helps us in evolving as organization in and outside Spain," said Erik. 