

Fernando Bustamante

Fernando is the CEO of Mahou India and has been working with Mahou San Miguel since 1991, holding various managerial positions in on and off trade business in Spain.

A graduate in Law from San Pablo CEU University (formerly Complutense University of Madrid), Fernando holds a Masters in Marketing Management and Commercial Administration from ESIC Business & Marketing School, Madrid, an Advanced Management Programme from the IESE Business School in Madrid and a Master

in Commercial Organisation from the CECO, Madrid. He has also been associate lecturer in Market Law at the King Juan Carlos University in Madrid.

Fernando's passion to take beer to consumers holds the same place in his heart as much as cheering for his favourite football stars of Spain. He brings the same passion and philosophy of Mahou San Miguel (whose history dates back to more than 125 years) to Mahou India and it is sure to win millions of Indian hearts in times to come.



Mahou

Think Spain, and one can visualise beautiful beaches, Flamenco dancers, Spanish guitar, mouth-watering delicacies, and Mahou Cervezas in Cañas (small glasses of beers) with Tapas (tiny morsels of food). All this put together is what the company calls the Mahou Life, especially in Madrid, the exotic capital city of Spain.

Mahou India is a 100% subsidiary of Mahou San Miguel with over 125 years of brewing experience in Spain's beer industry. San Miguel owns eight brewing centres, of which seven are in Spain and one is in India (Bhiwadi, Rajasthan), and two water springs. Since 2014, Mahou India is the first fully-owned subsidiary of Mahou San Miguel outside of Spain, representing an important step of Mahou San Miguel globalisation plan.

Mahou 5 Star their flagship brand is present in over 50 countries across five continents and was launched in India in 2015, followed shortly by Mahou Clásica, the beer with the classic Mahou taste. Since then, Mahou India with its "Mahou Nights", has been reinventing the way Indians enjoy their beer promoting the Spanish culture of Cañas (small glasses of beers) and Tapas (tiny morsels of food).

In 2016, the launch of Dare Devil Royal Export was another milestone in the journey of Mahou India.

Products:

Mahou 5 Star – Bright golden yellow in appearance, it is known for the way it is served – in the famous "caña" from Madrid with thick cream enveloping the glass when poured perfectly.

Mahou Clásica - A premium lager with a tinge of fruity flavours. It is a refreshing drink brewed for those who believe in the classic taste of a smooth, easy-going beer.

Dare Devil – The Indian brand brewed with "Dare to Win" attitude. A fresh tasting, strong beer crafted for the Indian palate served in premium packaging with an easy pull off cap.

Dare Devil Royal Export – The golden, crystalline liquid and distinct flavour characterise this premium, pilsner beer.

This small batch speciality beer boasts of a superior blend of the highest standards of European brewing paired with Rajasthan's rustic heritage.

