



Tilaknagar launches flavoured brandies to add punch to its portfolio

Tilaknagar Industries Ltd is looking to make a mark in one of the largest brandy markets globally and brandy is the second largest Indian-Made Foreign Liquor (IMFL) category. The company has launched India's first premium flavoured brandy under their flagship brand, Mansion House. The flavours launched include, Orange, Cherry and Peach. Mr Amit Dahanukar, Chairman & Managing Director, Tilaknagar Industries Limited underlines The Mansion House Brandy story and the impact of its new offerings.

What was the thought process behind launching flavoured brandies?

India is one of the largest brandy markets globally and brandy is the second largest Indian-Made Foreign Liquor (IMFL) category. Brandy is the most versatile of all IMFLs and its high growth volumes indicate its inherent strength as a mainstay category within the overall IMFL industry.

Tilaknagar Industries (TI) is the largest manufacturer of premium brandy in the country and is redefining the brandy space. We are passionate about brandy as a product category.

In India, the alcobev sector is currently witnessing an increase in demand for premium and innovative products. It is evident that the tastes and preferences of consumers are evolving and this has given a significant push to flavoured drinks and a cocktail culture.

Given the present scenario, we have expanded our bouquet of premium brandy offerings in order to cater to the preferences of existing as well as newer and experimental consumers.

The premium flavoured brandy category is a completely new territory, an unexplored market in India and therefore looks promising. With this move, we also plan to further increase our market share in South India as well as drive growth in nascent brandy markets like East and North-East India.

We have launched India's first premium flavoured brandy under our flagship brand, Mansion House which is the country's highest selling premium brandy. This initiative is also in line with the Mansion House Brand theme - 'Key to more'. The first-of-its-kind French Style Premium brandy has been launched in three flavours - Orange, Cherry and Peach, to begin with.

In FY22, Mansion House Brandy sold approximately six million cases and registered a strong 25% year-on-year growth. Our aim is to increase sales by 12-15% annually over the next three-five years.

What is the price point of the brandy and its current availability? Can you also paint the roadmap of the states targeted in the future?



Mr Amit Dahanukar

Mansion House Premium Flavoured Brandy will be introduced in all markets at a premium of 25-30% to 'Mansion House Brandy'. In the first phase of its launch, the MHB premium flavoured brandy has been made available in Puducherry which will be followed by other prominent markets.

The flavours launched include, Orange, Cherry and Peach. Are these flavours infused by enhancers and is there anything unique about them?

The Mansion House French-Style flavoured brandy has a unique blend of natural fruit flavours. The blend is infused with the essence of oranges, cherries and peaches which are hand-picked and specially sourced from renowned regions in India.

Apart from the flavours, is there a difference in the brewing/making process of these as compared to MH regular premium brandy?

Mansion House Premium flavoured brandies are manufactured using traditional pot stills commissioned and imported from the Cognac region in France.

What are your expectations from the market with this launch?

Present-day consumers are more experimental and are willing to try new and innovative premium products. The MHB premium flavoured brandy is a product that has been introduced keeping in mind the current market scenario. With this launch, our aim is also to make brandy a 'Drink of Choice' for the younger generation. This first-of-its-kind French Style Premium brandy promises to enhance the experience of the aspirational Indian consumer and, simultaneously, make brandy a drink with a popular appeal. We are confident of receiving a positive response for this product.

Is flavoured brandy an acquired taste and do you think the Indian consumer is ready for a flavoured brandy?

India is one of the largest brandy markets across the globe. The consumption patterns among Indian consumers have been changing and people are experimenting with new premium products. Along with emergence of trends like premiumisation and a cocktail culture, shifting consumer behaviour has also given a push to at-home drinking. The premium flavoured brandy is a product category that has been introduced for the first time in the country. This launch will enhance the versatility of the drink and will cater to the needs of the existing as well as newer audiences.

What is the current trend in the consumer preferences for the brandy market? Is it similar to vodka where flavours are expected to be the bigger segment in the future?

Premiumisation is the dominant trend that the brandy market is currently witnessing especially after the Covid-19 pandemic. We expect the premium brandy segment to grow at a robust Compounded Annual Growth Rate (CAGR) of 10-12%. Flavoured brandy is a new segment which looks promising as it offers a huge opportunity. 🍷