

# Allied Blenders & Distillers Pvt Ltd in Alcoholic Drinks (India)

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## Abstracts

In April 2014, Allied Blenders & Distillers introduced cocktail snacks under its popular Officer's Choice brand. Thanks to this diversification, it has become the first spirits company to enter the Indian snacks market. This strategy will help it create an alternative revenue stream and also improve its brand recall, as spirits and liquors cannot be advertised per the Cable Television Network (Regulation) Amendment Bill, which came into effect in 2000. The company also plans to target the...

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## Contents

Strategic Direction

Key Facts

Summary 1 Allied Blenders & Distillers Pvt Ltd: Key Facts

Summary 2 Allied Blenders & Distillers Pvt Ltd: Operational Indicators

Competitive Positioning

Summary 3 Allied Blenders & Distilled Pvt Ltd: Competitive Position 2014

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