

Radico Khaitan Ltd in Alcoholic Drinks (India)

<https://marketpublishers.com/r/R5836A75150EN.html>

Date: July 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R5836A75150EN

Abstracts

The company has plans to maintain its focus on its premiumisation strategy and will work on launching new products and variants. Its new launches, such as Verve Magic Moments Green Apple and Verve Magic Moments Orange, which were initially launched in North India and selected states in West India, will be gradually rolled-out across India in the near future. The company will also widen its distribution to other regions of the country to compete with global giants.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Beer, Cider/Perry, RTDs/High-Strength Premixes, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Strategic Direction

Key Facts

Summary 1 Radico Khaitan Ltd: Key Facts

Summary 2 Radico Khaitan Ltd: Operational Indicators

Competitive Positioning

Summary 3 Radico Khaitan Ltd: Competitive Position 2014

I would like to order

Product name: Radico Khaitan Ltd in Alcoholic Drinks (India)

Product link: <https://marketpublishers.com/r/R5836A75150EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R5836A75150EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970