

UB Group in Alcoholic Drinks (India)

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Abstracts

UB Group is expected to continue to perform well in India thanks to the ongoing solid growth of the beer category in the country. In 2017, the company introduced a new strong beer called Kingfisher Storm as part of its efforts to compete with Carlsberg. In addition, the company also plans to introduce a number of imported beers to help it further gain share.

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Contents

Strategic Direction

Key Facts

Summary 1 UB Group: Key Facts

Summary 2 UB Group: Operational Indicators

Competitive Positioning

Summary 3 UB Group: Competitive Position 2016

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