

Amrut launch, Glasgow, August 2004



## **Biographies**

### **Mr NEELAKANTA RAO R JAGDALE Managing Director of Amrut Distilleries Ltd**

Mr Neelakanta Jagdale obtained a BSc from the Government Science College, Bangalore, India, in 1972 and joined his family business in the liquor division of Amrut Distilleries Ltd.

His father, the late Mr Radhakrishna N Jagdale, had pioneered distilling and the manufacturing of alcoholic beverages and pharmaceuticals in Bangalore during the post Independence period after 1948. A science graduate, the late Mr Jagdale, had gained a reputation as an illustrious industrialist as he quickly established a prosperous business. Working with his father gave Mr Neelakanta Jagdale an indelible legacy of simplicity and zeal for hard work.

When his father died in 1976, Mr Neelakanta Jagdale, his elder brother and brother-in-law took over the Jagdale Group, which then focused on alcoholic beverages and pharmaceuticals. Over the next 15 years, the family team added further divisions of engineering and food.

Since a corporate re-organisation in the early 1990s, Mr Neelakanta Jagdale has been the full time Managing Director of Amrut Distilleries Ltd, and he, his brother and sister continue to sit on the boards of each other's companies.

In the past decade, Mr Neelakanta Jagdale has added two more divisions: Software Development & Back Office Processing and Sports Nutrition & Sports Infrastructure. He is Managing Director of both divisions, which are already contributing well to the overall revenues of the group.

Mr Neelakanta Jagdale has a wide knowledge of the distilling industry and is a blender with wide experience gained over the past three decades. He is a member of the Institute & Guild of Brewing and has attended several distillery conferences/seminars and exhibitions throughout the world. He is currently the President of the Karnataka Brewers and Distillers

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Association, Bangalore, and a member of the All India Distillers' Association, Delhi.

A philanthropist, Mr Neelakanta Jagdale is keen and active in social work, particularly in the field of sports. He is the President of Karnataka Swimming Association and Basavanagudi Aquatic Centre, Bangalore, and has been instrumental in developments which has seen the State of Karnataka swimmers achieve excellence in national and international competitions.

He takes great interest in integrating sports and management education. He firmly believes that good sportspeople - if given the proper supportive academic tools during their sporting career - will blossom into good entrepreneurs and managers capable of adding great value to society as a whole. Consequently he is actively involved in several educational organisations supporting sport, such as the National Educational Society and the Sports Council of the Jain Group of Institutions in Bangalore.

His hobbies include reading a variety of literature, sports, and socio-political activity. He has widely travelled almost all over the world.

Born in 1952, Mr Neelakanta Jagdale has been married to Surekha for 28 years and has a son and daughter, Rakshit and Geetha.

Mr Nagaraja Rao Jagdale is the Chairman of Jagdale Group.

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**Mr RAKSHIT N JAGDALE**  
**Executive Director of Amrut Distilleries Ltd**

Mr Rakshit N Jagdale, is the third generation entrepreneur of his family business, the Jagdale Group. He is Executive Director of Amrut Distilleries Ltd, Bangalore, India, responsible for its marketing division.

“Rick”, who has an MBA from Newcastle University, is the grandson of the late founder, Mr Radhakrishna N Jagdale, and son of Mr Neelakanta Rao R Jagdale.

After graduating with a Bachelors degree in business management from the prestigious Shri Bhagwan Mahaveer Jain College in Bangalore, Rick joined the family company as an “apprentice”. For two years he gained practical work exposure in different areas of the business.

He then studied for an MBA at the University of Newcastle upon Tyne, in England. It was there that he was able to relate his practical experience in industry to his studies. Rick wrote his MBA thesis on a strategic business plan for “Marketing Amrut Single Malt Whisky in the UK”.

As part of an exhaustive market research study, Rick imported duty-paid miniature samples of Amrut Single Malt Whisky and test marketed the product in 85 Indian restaurants across the UK. It was during this test marketing that he realised the possible potential of the product in the nearly 10,000 Indian restaurants in the UK.

Based on Rick’s MBA findings and further recommendations, Amrut Distilleries decided to venture into the UK market with its Amrut Single Malt Whisky and Old Port Deluxe Rum. Rick is now responsible for this marketing initiative.

Rick is also a medal winning international swimmer. Having learnt to swim at six, he was India’s “South Zone Champion” at seven. Realising his potential, his parents sent him to Newcastle in Australia for advanced training under Eric Arnold, a renowned Australian Olympic swimming coach. He then participated in several Indian national and regional competitions where he won laurels for the Karnataka State and his swim centre, the Basavanagudi Aquatic Centre.

In 1989, Rick, aged 11, represented India at the 3<sup>rd</sup> Asian Age Group Swimming competition at Sapporo, Japan, where he won a Silver Medal.

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He also represented India in 1991 at the Asia Pacific Swim Meet in Singapore, where he won a Bronze Medal.

Rick's active interest in swimming continues and he has helped to form an Inner Wheel Club of ex-swimmers to assist his childhood swim centre, the Basavanagudi Aquatic Centre, in all its activities.

Rick married Jyotirmai in 2003.  
Date of birth: 14<sup>th</sup> April, 1978

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**Mr ALASTAIR SINCLAIR**  
**Proprietor of the Premier Scotch Whisky Co Ltd, distributor of**  
**Amrut Single Malt Whisky**

Alastair Sinclair, a consultant in distilling and wood technologies, is the Proprietor of the Premier Scotch Whisky Co Ltd in Glasgow. He was appointed European distributor of Amrut Single Malt Whisky and Old Port Rums in 2003.

Born in 1937 in Newcastle and educated at Sedbergh in Cumbria, Alastair joined the family cooperage business, George Sinclair & Sons Ltd in 1959, after completing National Service in Hong Kong with the Royal Artillery.

In 1961, he developed a branch factory in Dundee which was subsequently sold to Universal Container UK Ltd in 1964. Alastair joined Universal first as production director and then sales director, before becoming managing director in 1972 until 1986.

While at Universal, Alastair travelled extensively supplying cooperage material and services for the international distilling industries and the domestic Scotch Whisky Industry.

Alastair was President of the UK National Cooperage Federation in 1978/79. He is a past master court member of the Incorporation of Coopers of Glasgow.

In 1986, he acquired Rossendale Blenders (International) Ltd in 1996 the Premier Scotch Whisky Co, which owns two Scotch whisky brands are Queen Mary I and King Henry VIII, an international award winner.

Alastair's relationship with Amrut Distilleries Ltd of Bangalore and the Jagdale family dates back to the mid-1980s when he travelled extensively in India providing consultancy services to the spirits industry. In this role, Alastair has probably visited every producer in India. He initially advised Amrut in 1984 on distilling and maturation techniques and he has had an ongoing relationship with company ever since.

Alastair is a keen high handicap golfer and is a past captain of the Wine & Spirit Golf Society of Scotland.

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**ASHOK CHOKALINGAM**  
**European Sales and Marketing Manager, Amrut Distilleries**

Ashok Chokalingam joined Amrut Distilleries in February 2004 as Territory Manager – Sales and Marketing, responsible for marketing and logistics for the EU market.

Born in Madras, India, Ashok has wide experience in several fields, including information technology (IT) and engineering plus academic qualifications in business management.

He joined Amrut from Appshop Solutions, Inc, the US consultancy, where he was an application analyst specialising in manufacturing, sales and distribution and customer relationship management for Oracle applications. He was based in Bangalore.

Ashok completed an MBA at Newcastle upon Tyne, UK, in December 2002, having been awarded an international post-graduate scholarship by the university. His key focus areas were information technology, e-business, operations and marketing management. He had previously studied for his Bachelor of Business Administration (BBA) at the University of Madras, while working for MRF Limited, one of India's leading tyre manufacturers.

When he left school, Ashok obtained a Diploma in Mechanical Engineering with automobile technology as a specialization from the Directorate of Technical Education, Tamil Nadu, India. On graduating in 1994, Ashok worked for Addison & Co Ltd, one of the largest cutting tools manufacturers in India as an apprentice trainee in Quality Assurance. He then joined Flowlines Engineering (P) Ltd, India as a trainee engineer (marketing) in the hydraulics and surface finishing equipment division.

It was in his next job, while working in manufacturing at MRF Limited, that Ashok pursued his interest in business studies and took his BBA at Madras, graduating in 2000.

An accomplished athlete and sportsman, Ashok was vice-captain of his college cricket team and won a bronze medal for the 400m at the Indian inter-polytechnic state athletics meet. While studying in Newcastle, Ashok played cricket for the university and Cow gates Sports Club, participating in British Universities Sports Association League and Northumberland county matches. He is an active supporter of Newcastle United Football Club.

Date of Birth: 11 May, 1974