

Amrut launch, Glasgow, August 2004



## **Keeping the Spirit Alive**

According to Indian mythology, when the Gods and the Rakshas - the demons - churned the oceans using Mt Meru, a golden pot sprang out containing the Elixir of Life. That was called the "Amrut". The founders of our distillery aptly named it after this Elixir of Life.

**Amrut Distilleries Ltd** is part of the Jagdale Group, based in the southern Indian city of Bangalore. Founded by the late Mr Radhakrishna Jagdale in 1948, the group initially started as a small liquor blending and bottling unit. Five decades later, the company is acknowledged as a leading manufacturer of quality liquor products.

Amrut's foray into the market began in the 1950s and 1960s with its dark Rum, "Amrut XXX" and "Silver Cup Brandy", catering for the Indian armed forces and the Civilian markets. Since then, for over four decades, the company's products have retained their popularity with the military personnel, besides gaining equal prominence with the civilian population in the south Indian states.

In the early 1970s, the company embarked on the manufacture of grape brandy from the famous Bangalore blue grapes with initial technology from the Central Food & Technology Research Institute (CFTRI) which is a premier food technology institute run by the Government of India. The company still produces and markets its bandy "Bejois" which is extremely popular in the south Indian states and with the military.

Richer from the experience gained in brandy distillation during the 1970s, Amrut Distilleries embarked on distilling malt whisky in the early 1980s. Over the subsequent two decades, several Scottish experts helped to refine the distillation and maturation practices.

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The matured malt whisky was primarily used for the manufacture of Indian whiskies, such as Amrut's Prestige Whisky and other brands, which were blended with Indian neutral alcohol. Amrut Distilleries currently operates one distillery and two bottling plants in the states of Karnataka and Kerala. Plans are on the table to establish another bottling plant in Punjab. The company also has local bottling tie-ups in a number of other states. Total annual turnover of the company is in excess of Rs700 million. The company employs around 600 people.

#### Management:

Mr Neelakanta Rao Jagdale, son of the late founder, is the current Managing Director. A graduate of science, he has an intimate knowledge of distillery operations and is acknowledged in industry circles as a connoisseur of fine liquor. Mr Rakshit N Jagdale, Executive Director, is an MBA from the University of Newcastle upon Tyne and he is a specialist in micro marketing techniques. Mr PB Lakshmanan, Director (Finance and General Administration), a finance professional of three decades standing; and Mr Meyyappan, Director (Technical), a chemical engineer who has overseen the development of every major product of the company since its inception along with Mr Surinder Kumar Thathoo, General Manager (Production), an MSc graduate in food technology (CFTRI – Mysore) and a host of other technical staff are the key team behind the success of the company.

#### Marketing:

There are two divisions. One is dedicated to the institutional sales to the Armed forces across the whole of India. The other focuses on the civilian markets in three southern states and four northern and eastern states. The marketing is professionally managed by a team of over 70 sales personnel. The company pays great attention to the distribution channels and HR in the marketing area. The Civilian marketing has been ably handled by General Manager (Marketing), Mr V Ravindram, MSc, MBA, who has been with the company for the past two decades.

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**Popular products:**

PRESTIGE BLENDED MALT WHISKY	CLUB HOUSE WHISKY
BEJOIS BLENDED GRAPE BRANDY	SILVER CUP BRANDY
OLD PORT XXX RUM	AMRUT'S XXX RUM
OLD PORT DELUXE RUM	MAQINTOSH PREMIUM WHISKY
AMRUT WHITE RUM	MAQ SCOTCH WHISKY
ANCHOR DRY GIN	

**Company address:**

Amrut Distilleries Ltd  
36 Sampangi Tank Road  
Bangalore  
560 027 India

**UK importer:**

The Premier Scotch Whisky Co Ltd  
Mercantile Chambers  
53 Bothwell Street  
Glasgow, G2 6TS

**Internet purchase site:**

[www.thewhiskyexchange.com](http://www.thewhiskyexchange.com)

**UK Media contact:**

Fiona Laing  
0794 665 4451  
flaing\_pr@onetel.com

**Issued on behalf of  
Amrut Distilleries Ltd and  
the Premier Scotch Whisky Co Ltd  
by Fiona Laing, Communications Consultant**

