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Pernod Ricard India announces strategic plan to triple revenue

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By **Shraddha Warde** | August 21, 2024



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Pernod Ricard India has announced a strategic plan to triple its revenue in the next decade. The company aims to achieve this by focusing on premiumisation and innovation within India's retail sector. As part of this initiative, Pernod Ricard has introduced two new whiskies: Royal Stag Double Dark Peaty Whisky and Blenders Pride Four Elements Premium Whisky. Additionally, the company recently launched Longitude 77, the first Indian Single Malt. These new products demonstrate Pernod Ricard's commitment to the Indian market and its efforts to strengthen its position in the premium whisky segment.

Pernod Ricard plans to leverage its market leadership with brands like Royal Stag and Blenders Pride, which have traditionally held dominant positions in their respective categories. With India being a crucial market for Pernod Ricard globally, the company's strategy aligns with the government's "Make in India" initiative, with 97 per cent of its portfolio being produced domestically.

Blenders Pride Four Elements is crafted with a blend of four styles of Scotch malts and Indian grain spirits, representing the elements of Air, Water, Fire, and Earth. The product's packaging, designed by LOVE INTERNATIONAL (UK), reflects this innovative approach. Royal Stag Double Dark Peaty Whisky, on the other hand, offers a distinct smoky flavour profile, utilising double-distilled Scotch malts matured in dark charred barrels. The packaging for this variant, created by FCB India, further sets it apart in the market.

Read online: https://nuffoodsspectrum.in/news/15/21444/pernod-ricard-india-announces-strategic-plan-to-triple-revenue.html
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