NEWS | BEVERAGES

DeVANS expands production footprint with Assam tie-up

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By **Shraddha Warde** | September 23, 2024



PremDewan with Team2

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Indian Alcobev leader DeVANS Modern Breweries has yet again expanded its pan-India footprint through a strategic production tie-up with a major brewery in the northeastern part of the country. In a strategic move aimed at bolstering production capacity to meet the surging demand for its beers and building upon the success of previous tie-ups in Arunachal Pradesh, Tamil Nadu, Jharkhand and Uttar Pradesh, DeVANS has now entered into a production tie-up with a prominent entity in the brewing landscape of the picturesque Assam. The move enhances DeVANS' production capacity to a whopping 190600 KL, translating to additional production of more than 10 lac cases per year.

Speaking on the occasion, Prem Dewan, CMD of DeVANS expressed great enthusiasm for the partnership, stating, "Assam represents a vibrant market with immense growth potential in the brewing industry. Our collaboration in Assam not only enables us to efficiently serve the local market but also underscores our dedication to providing consumers with unparalleled quality and taste." He further said that the company's expansion into Assam marks a milestone in its mission to introduce consumers to exceptional beverages crafted with passion and expertise. Renowned for iconic beer brands such as Godfather and Six Fields, DeVANS continues to push boundaries with innovative offerings.

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