

Budweiser launched in north India

The national capital and its neighbouring regions just got a fresh new beer to guzzle with the launch of Budweiser by the leading global brewer Anheuser-Busch InBev here Wednesday.

The brand has already been launched in Andhra Pradesh, Karnataka, Goa, Maharashtra, Pondicherry, Daman and Dadra, and sold about 1.5 million cases there.

Priced at Rs.30 for a pint and Rs.50 for 650 ml, the company plans to sell about 2.5 million cases of Budweiser in the country by December.

'As the Indian beer segment has witnessed double digit growth year-on-year, the country offers an important market with immense potential. The launch of Budweiser in north India will further enhance our influence in this crucial market,' said Anheuser-Busch India chief executive Raja Mukherji.

The announcement comes after the successful integration of Anheuser-Busch InBev's Indian subsidiaries, which was initiated following \$52-billion acquisition of the American beer giant Anheuser-Busch by the European brewing major InBev last November.

Anheuser-Busch InBev India currently owns and manages three breweries with a total capacity of more than 700,000 hectolitres -- Regent breweries in Madhya Pradesh, Bangalore-based Dasappa and Crown brewery in Andhra Pradesh.

The brands Budweiser and Tennent's Super are manufactured locally.

The company invests on an average about \$10 million year-on-year in its breweries, Mukherji said, adding that 'Indian laws on alcoholic beverage are cumbersome. The industry is to fighting to get simpler norms and hope we achieve that.'

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