

## **Sidhartha Mallya likely to join United Spirits**

United Spirits has sought shareholder approval, through a postal ballot, to appoint Sidhartha V Mallya, son of liquor baron Vijay Mallya, as deputy general manager (new generation sales outlets) for 5 years from June 1, 2010.

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LIQUOR MAJOR HAS SOUGHT SHAREHOLDER APPROVAL TO APPOINT SIDHARTHA AS DGM

# Mallya scion likely to join USL

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**S**IDHARTHA V Mallya, the son of liquor baron Vijay Mallya, is the latest among the young Turks of Corporate India who will be taking up leading roles in their respective family businesses. United Spirits has sought shareholder approval, through a postal ballot, to appoint Sidhartha as deputy general manager (new generation sales outlets) for a period of five years, effective June 1, 2010.

If the shareholders approve this newly-created post, Sidhartha will be expected to drive an emerging, lifestyle focus for USL's brands across sales outlets. "This role will give Sidhartha exposure to direct marketing of USL's premium product portfolio. With a growing number of young adults entering the drinking age, his appointment will be centred around getting the brands to cut through from retailers to consumers across sales premises," a company official, seeking anonymity, told ET.

Chairman of United Spirits, Mr Mallya, had at an earlier date told the

est in marketing, had completed a year-long training at rival spirits firm Diageo last year. He has also become director of United Breweries Group's most recent venture, Royal Challengers Sports.

In preparation to enter the Group's mainline businesses, he was outlined to take on an international marketing role at Whyte & Mackay, the Glasgow-based scotch firm that the company acquired in 2007.

Sidhartha's entry into USL comes at a time when the company is aggressively focused on taking on Diageo to become the world's largest spirits firm in the medium term. USL, which is growing above the industry average of 10-15%, had projected to cross sales of 104 million cases in FY10. It intends to support this volume growth and reduce its dependence on the market availability of supply-side needs through a Rs 700-crore outlay.

As a result, it is in the midst of setting up four primary distillation facilities across Haryana, Madhya Pradesh, Karnataka and Andhra Pradesh as well as a new malt and maturation unit in Nashik.

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**A SENIOR USL EXECUTIVE**

media that he had a road map in place for his son and would introduce Sidhartha into the business once he turns 24. In 2005, 18-year-old Sidhartha was appointed director on the board of the holding company United Breweries (Holdings).

Sidhartha, who has showed inter-



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