

United Spirits launches Whyte & Mackay Special

Hyderabad: United Spirits Limited on Sunday launched Whyte & Mackay Special (W&M) in Andhra Pradesh.

"The launch marks an important milestone in strengthening our presence in the blended scotch market which is pegged at 700,000 cases per annum, of which 600,000 lakh cases are locally bottled. With bottled-in-India brands registering a growth of 32-35 per cent and backed, we are confident the product will do well in India as it has in the over 50 countries worldwide," said Laxminarasimhan K, Chief Operating Officer (AP), United Spirits. The company is targeting a 20 per cent market share of the bottled-in-India market through W&M alone in the next 3 years. ■ ENS