

United Spirits' Scotch now in new pack sizes

Our Bureau

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United Spirits Ltd recently launched its premium Scotch brand Black Dog in 370 ml and 180 ml packs in the Tamil Nadu market.

The brand was so far only available in two pack sizes - 750 ml and 60 ml. The launch of the new packs will enhance convenience for the existing patrons of Black Dog, said Mr A. B. Sargunar, COO - South, United Spirits. According to him, the market for Scotch in Tamil Nadu is growing.

This is also true of the rest of the region with the upwardly mobile consumer graduating to premium products. "The

launch of our Black Dog 12 year-old label in new packs is our effort to tap this emerging opportunity," said Mr Sargunar.

He said the 'Bottled in India' Scotch market, which is currently at six lakh cases a year and valued at Rs 750 crore, is growing at a compounded annual growth rate of 26 per cent over the last four years. According to him, United Spirits, with brands including Whyte & Mackay, Dalmore, Isle of Jura and Black Dog, has 40 per cent share of this market. With the launch of the new pack sizes, the company hopes to expand the overall market and the brands share.