Growing Your Venture

Karan Bilimoria
Founder and Chairman
Cobra beer
South India
Aspiration Inspiration
Perspiration
A Student’s Dream

Our mission from day one:
To brew the finest ever Indian beer
and to make it a global beer brand
Against All Odds
Indian Restaurant Sector

- 1950: 300
- 1960: 600
- 1970: 1200
- 1980: 3000
- 1990: 6600
- 2000: 8500
- 2010: 9200
Overcoming the credibility gap
1990-1997
Born and Brewed in Bangalore,
exported to the UK
Ask the Customer
Born in Bangalore, Brewed in Bedford
Adapt or Die
The Positioning of the Brand

MY NAME'S DAVE
AND I'M A CURRYHOLIC

COBRA. THE BIER FROM BANGALORE THAT LETS YOU EAT MORE CURRY.
Tandoori Magazine
Creativity
1. THE GENERAL’S SON
2. LEARNING LESSONS IN LAGER
3. CHARMING BEER
4. AGAINST ALL ODDS
5. FROM BANGALORE TO BEDFORD
6. AROUND THE WORLD
The eight Ps:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Phinance
7. Passion
8. Profit
It’s not just what you do
It’s how you do it
Cobra’s Own Charity

COBRA Foundation

Founded by Cobra Beer Ltd.
KING COBRA
PREMIUM STRONG BEER

Unusual thing, excellence

www.cobrabeer.com
2008-2009

The Great Recession
The “Sale”
The Joint Venture
Culture
Shared Values
Advertising, 2010
LESSSS FIZZ TO GO PERFECTLY WITH CURRY

NOW AVAILABLE AT MARKS & SPENCER
cobrabeer.com
facebook.com/welovewurry

BMB | M&S Wine Mag | 210x148 | Copy date 17.05.10 - I/D 77.05.10
Less Fizz | Image: FINAL_advert_down_bleed_no type V3.ai
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What Makes an Extraordinary Brand?
1 ... tell a compelling story based on an undeniable brand truth

"It is not slickness, polish, uniqueness, or cleverness that makes a brand a brand. It is truth."

Harry Beckwith - Brand Strategy ‘Guru’
2 ... live by and refuse to compromise on their principles

“Customers must recognise that you stand for something and that something never changes.”

Howard Schultz - Starbucks
3 ... have an instantly recognisable iconic look

“In most people’s vocabularies, design means veneer ... but to me, nothing could be further from the meaning of design. Design is the fundamental soul of any man-made creation.”

Steve Jobs
4 ... deliver a unique, relevant, consistent experience

“A brand is a living entity – and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

Michael Eisner – CEO Disney
Companies can boost profits by 75-100% by retaining as few as 5% of their current customers.

Harvard Business Review – Sept ‘01
"Companies that put their money behind their brand and not their business fail to realise that the business is the brand."

- John Moore, “Brand Medic”
10 Lessons from Steve Jobs – via Guy Kawasaki

Experts are clueless.
Customers cannot tell you what they want
Innovation means jumping to the next curve
The biggest challenges bring the best work from your employees
Design counts.
Changing your mind is a sign of intelligence.
Value does not equal price.
‘A’ players hire ‘A+’ players.
Branding = uniqueness + value.
Some things need to be believed to be seen
Brewed under licence in the EU
Vision

“To Aspire and Achieve Against All Odds, with Integrity”

The sky is the limit
What do successful entrepreneurs have in common?

Implacable self-belief
One, single core technical skill
High levels of personal energy
Unafraid to talk about money
Proactive
At the right moment, they love to party
Charisma that inspires others
Powerful competitive instincts
The resilience to overcome obstacles
Love for what they do
True belief in their business

*Matthew Rock, Real Business Magazine, Feb 2012*