

Boldness in Business

"In Brands We Trust"

Karan Bilimoria
Founder and Chairman
Cobra Beer



Fortis Fortuna Adiuvat

Fortune Favours the Brave

-- Terence, *Phormio*

Professor Clay Christensen
Harvard Business School

**Aspiration Inspiration
Perspiration**

Simple

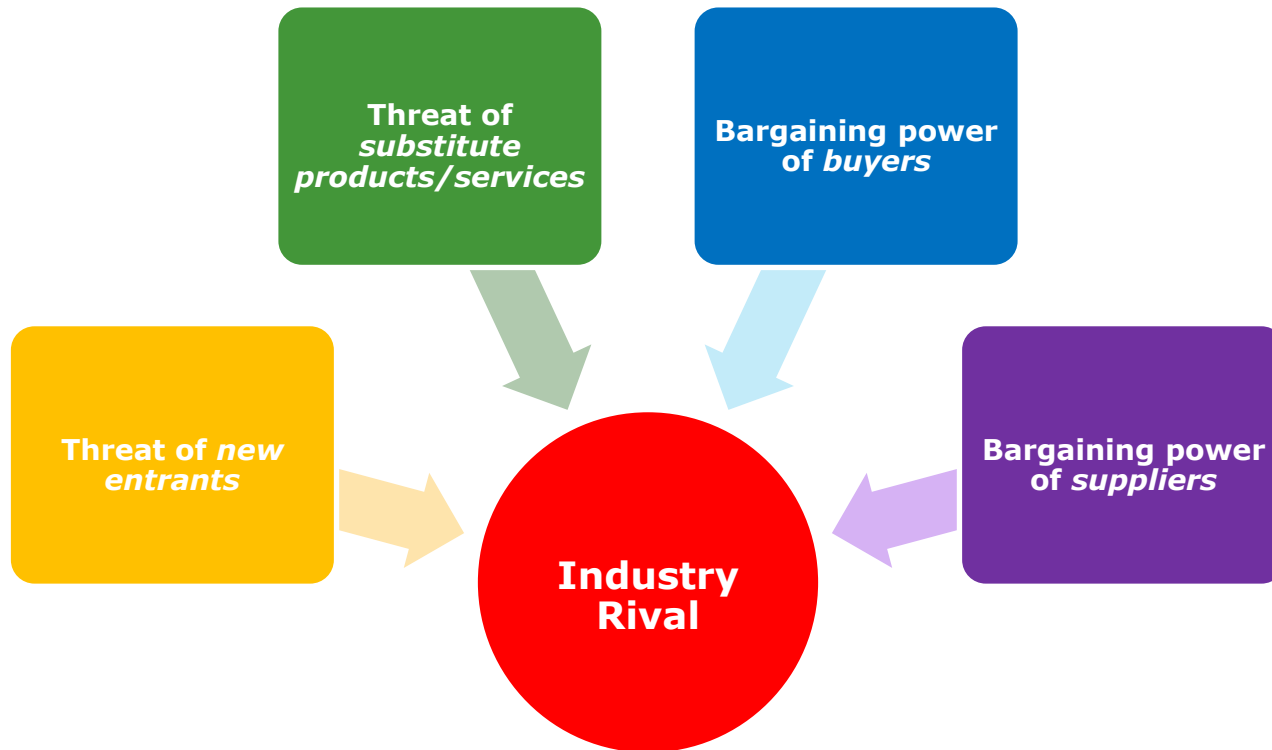
Guts

Against All Odds

Against the Grain

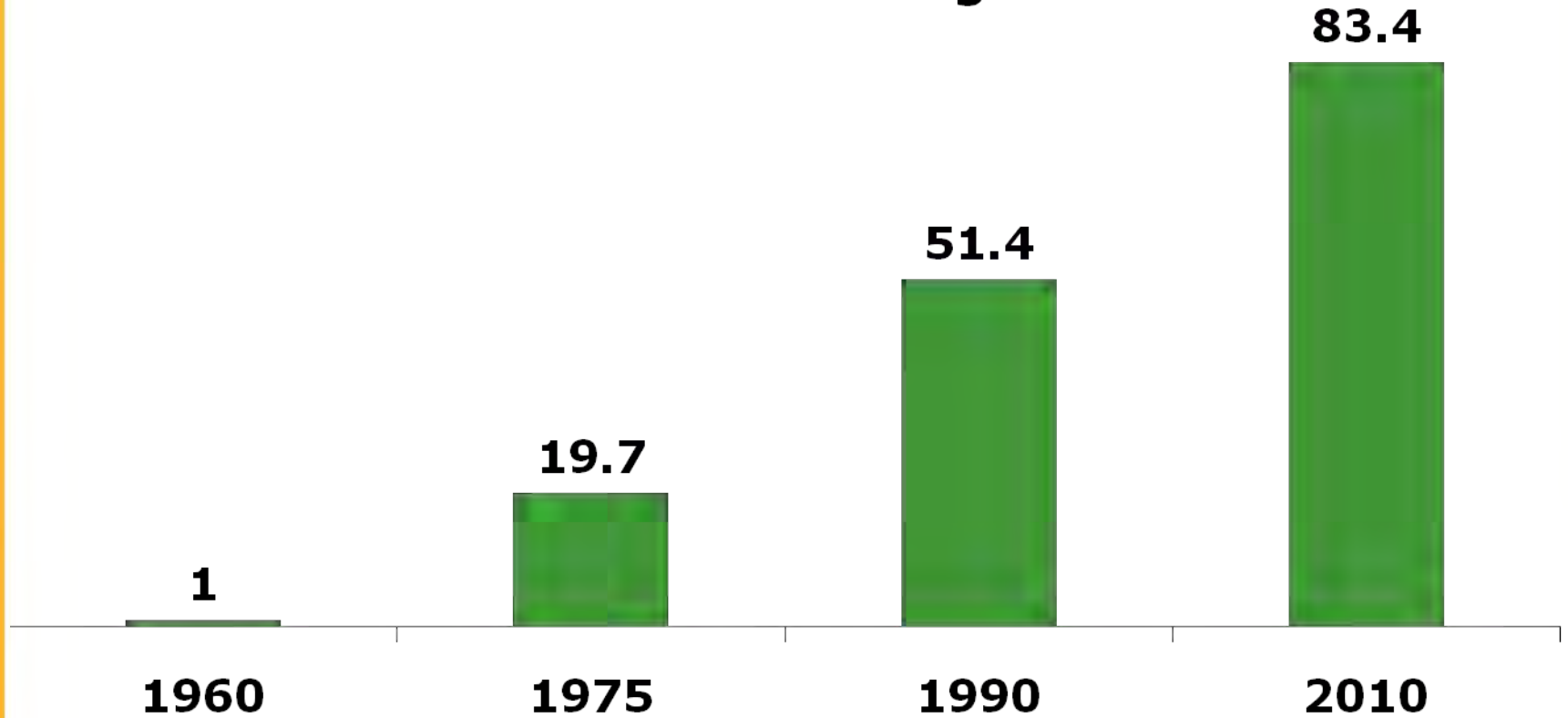


Porter's Five Forces Analysis



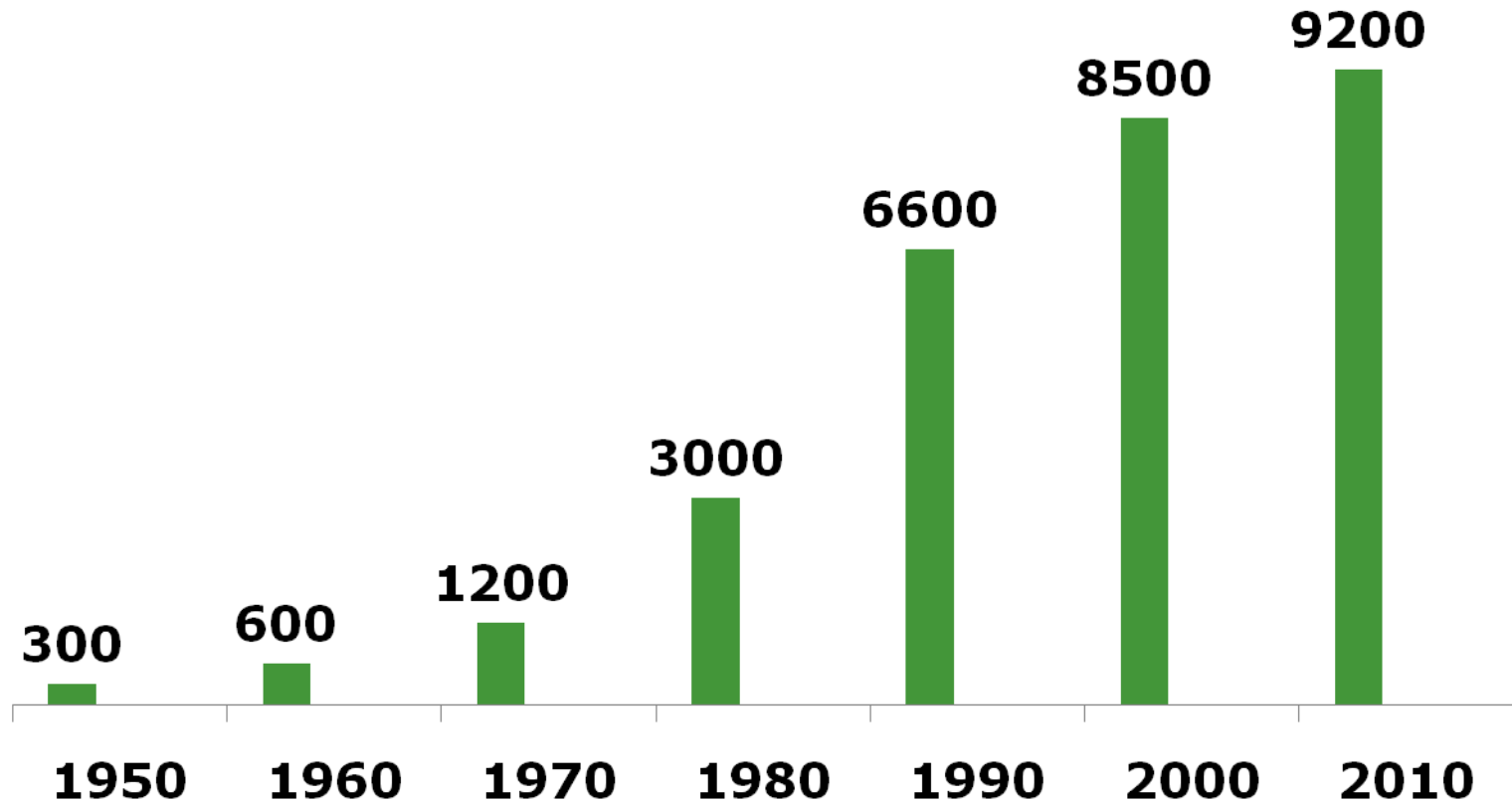
The Credibility Gap

Growth of Lager



Lager as a percentage of total UK beer Sales

Indian Restaurant Sector



Strategy

Blue Ocean Strategy

Breakthrough Strategy

Recipe

**Malted Barley + Yeast + Water + Hops
= German Lager**

**However, for Cobra's extra smooth
taste and texture, we also have four
types of hops – as well as maize, rice
and wheat**

Luck

The 8 P's

1. Product

2. Price

3. Place

4. Promotion

5. People

6. Phinance

7. Passion

8. Profit

Boldness and Creativity

Boldness and Innovation

Boldness and Advertising

Repackaging



1. THE GENERAL'S SON



2. LEARNING LESSONS IN LAGER



5. FROM BANGALORE TO BEDFORD



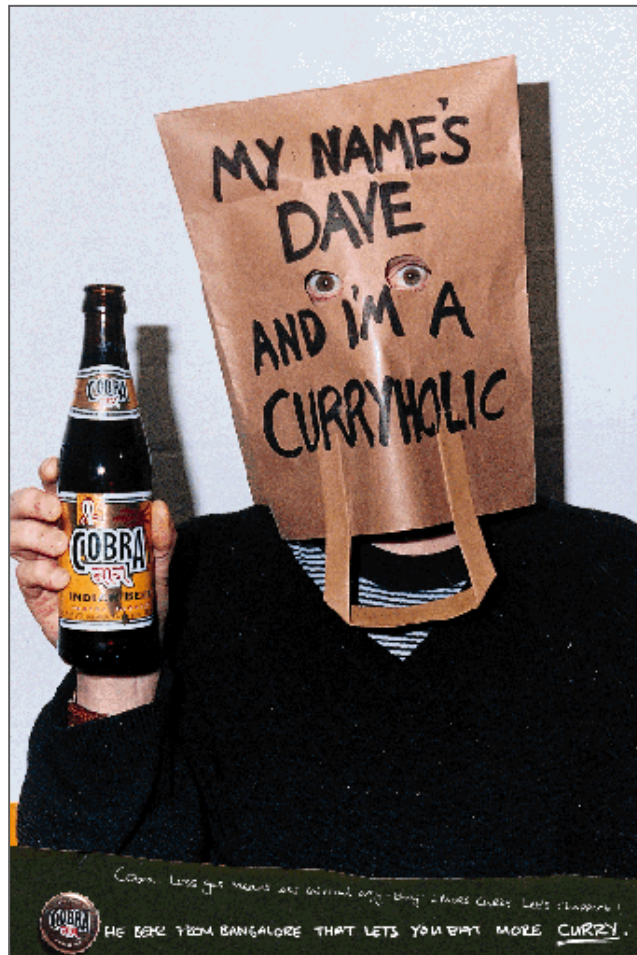
3. CHARMING BEER



4. AGAINST ALL ODDS



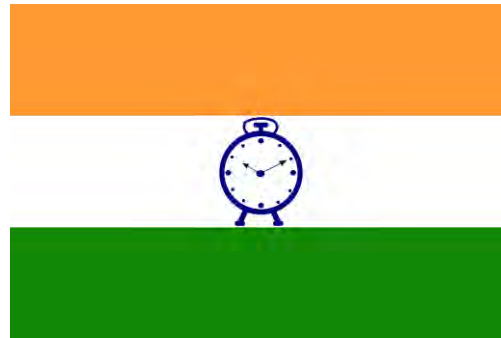
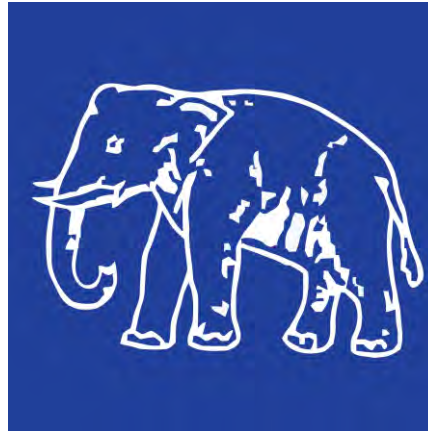
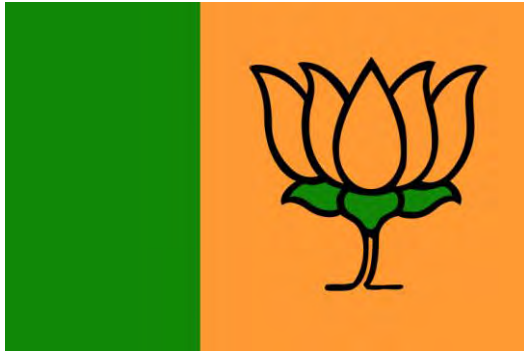
6. AROUND THE WORLD





Brewed under licence in the EU

Indian Political Party Symbols



Bidis



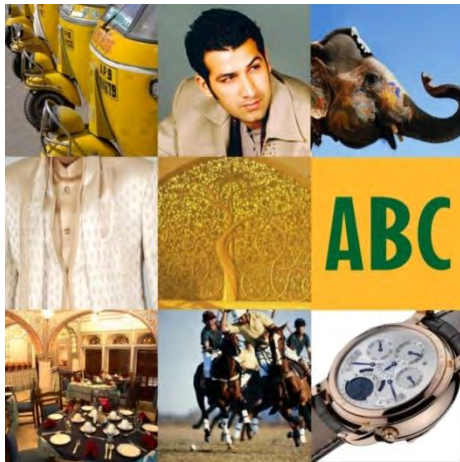
What's in a Name?

Repositioning of a Brand

Rebranding

Evolution not Revolution

Evolving Our Image & Packaging





COBRA
कोबरा
PREMIUM
BEER

Inspired.

www.cobrabeer.com

COBRA
कोबरा

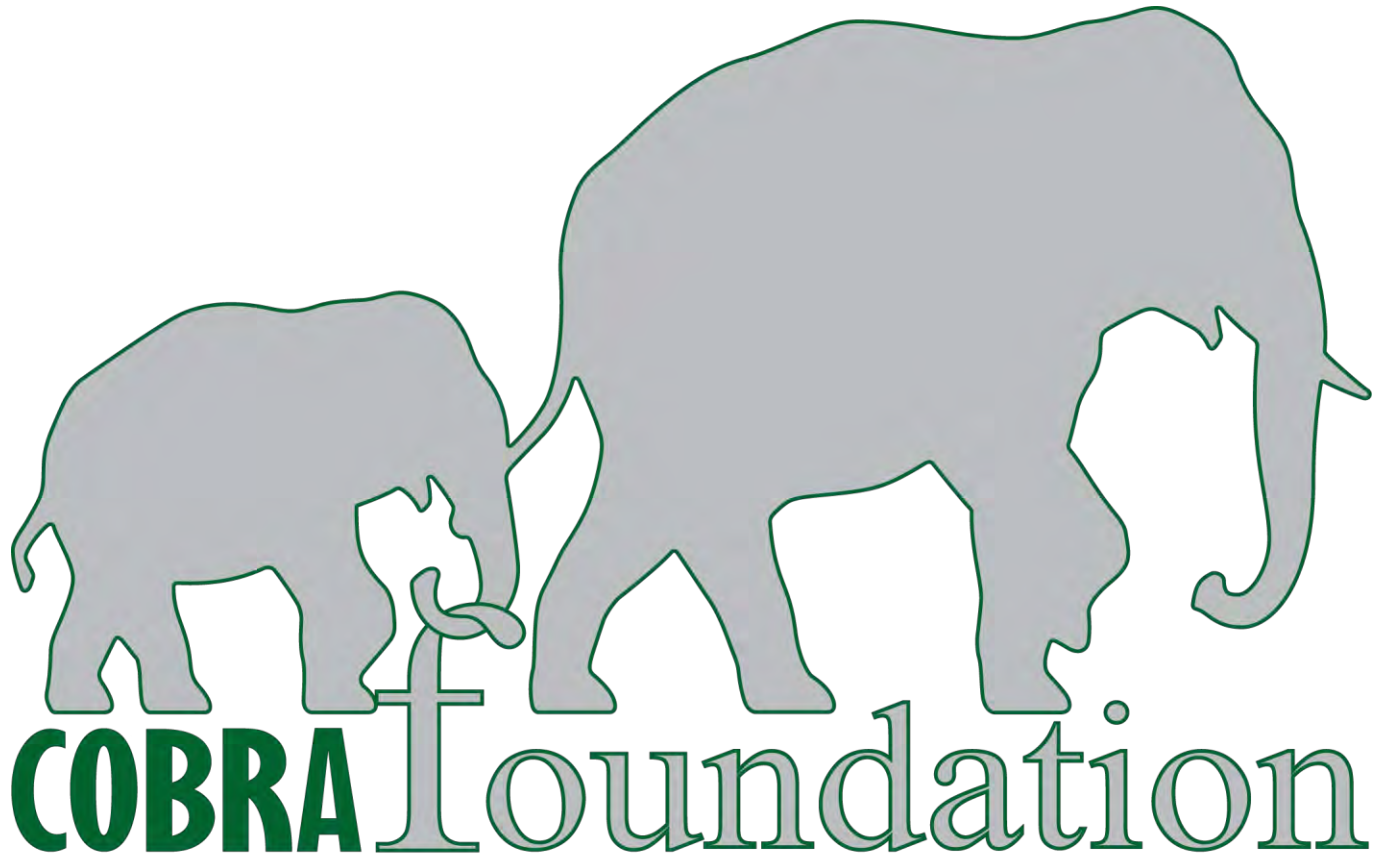
**Not just being the
best in the world**

**But also the best
for the world**

**It's not just what
you do**

It's how you do it!

Cobra's Own Charity



Founded by Cobra Beer Ltd.

Cobra Foundation – BELU Water

**Working with Water Aid to
provide safe, clean water in
South Asia**



Brands and Politics

Obama



Brands and Politics

New Labour



**The rebranding of the Labour Party
was a sensitive issue**

The City as a Brand





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**



**5 ... that inspire
people to become
loyal brand
champions**

*"Companies can boost
profits by 75-100% by
retaining as few as 5% of
their current customers."*

**Harvard Business
Review – Sept '01**



**6 ... that deliver
enduring,
extraordinary profits**

*"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"**

Google™



78

Gold

MEDALS

In the Monde Selection, one of the most prestigious quality awards in the world of beer, Cobra Beers have been awarded a total of 78 Gold medals since 2001. In 2013 Cobra Beer was awarded 5 gold medals across the product range Cobra Beer (bottle and keg), King Cobra and Cobra Zero.

Boldness to Adapt or Die

The "Sale"

The Joint Venture

Shared Values



Vision

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

The sky is the limit

