

After completing his MBA in 2016, he came back to India and spent some time studying the alcohol market in the country. "I knew I wanted to get into the alcoholic beverage industry as that is where my interest lay. Being a cider drinker back in London, I noticed the lack of knowledge about it in the Indian market and returned to London for research in the latter part of 2016. By early 2017 I had registered the company and within a few months I had one of the best and oldest cider making companies in the UK - Sheppy's on board. It was in early 2018 that Morgan Beverages was finally launched."

The company was set up with the main aim of importing and distributing the finest of alcoholic beverages from around the world keeping the choice limited to suppliers who have something unique to offer to the Indian market. "Sheppy's was my go-to drink while I was studying in the UK. After thorough industry research and help from the exporting experts at Tudor Rose International and Rajiv Singhal (wine and champagne connoisseur), we were able to successfully launch our first product - Sheppy's Classic Draught Cider in India."

The current portfolio of the company consists of Sheppy's Classic Draught Cider (ABV 5.5%, Rs. 390/330 ml), Three Oaks Crushed Apple Cider (ABV 5%, Rs. 399/330 ml) and Sheppy's 200 Special Edition Cider (ABV 4.9%, Rs. 440/330 ml).

Setting up the business however came with its own set of challenges. "Ciders, though very popular abroad, are a relatively unknown segment in India, so educating the Indian consumer is our biggest challenge. Apart from that, there are consumers who are repeatedly looking for the next new thing. If your product does not resonate with them you are sure to lose out. There's also another type of consumer - one with fixed tastes. To reach out to them and get them to try something new altogether is

another challenge."

It is to overcome all of this that Rohan chose to launch only the best of ciders from across the globe that not only appeal to the Indian palate

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but also are vegan and gluten free. "We focus on showcasing our products at events so the consumers can interact with the brand too."

With the entire range already present in all leading restaurants, pubs, and retail stores in Mumbai and a couple in Pune too, Rohan is sure to reach his goal of making ciders the next big thing in India very soon. "A change is being seen in the taste and preferences of the Indian consumers and with the rising digital mediums the consumer is now open to variety and is keen on trying new brands and exploring new tastes as well. That is why I was sure they would be very welcoming towards ciders too. The shifting attitude of consumers towards health in India has forced beverage brands to up their game."

Rohan is also constantly on the look out for more cider brands that would be a perfect fit in India. "I will soon be venturing into international beer, vodka and wines too. It is definitely going to be an exciting journey for Morgan Beverages in the coming months. I wish to introduce new products into other beverage categories so that the Indian consumer can experience true flavours from across the globe!"

