

How did you come across the principal company and zero down on Khortytza vodka?

The principal company in fact identified and approached us to develop the brand with them in India. The decision to zero down was easy once we tasted Khortytza. It ticked all the right boxes. Our aim to represent high-quality brands is the driving force behind all our endeavours. The core of our beliefs lies in selling a lifestyle and consistently serving our customers with the finest products for an enriching experience. Khortytza successfully matched up to its tagline 'Ultimate Perfection'. We are certain that every one of our customers will relish each sip of Khortytza just like we did, and appreciate its rich taste.

Khortytza is said to be the 'third largest-selling vodka in the world'. Tell us about filtration techniques and other processes of Khortytza production, which make it a top-selling vodka in the world.

Khortytza is made from ethyl alcohol that is produced from high-quality wheat grain. This type of ethyl alcohol is used for production of premium and luxury alcohol. Water affects vodka's transparency, stability and taste. Therefore to ensure the use of top-quality water, the Khortytza distillery subjects water to reverse osmosis treatment facility, silver and platinum filtration, a system of carbon filters and water structuring.

What gives you confidence that Khortytza vodka will be accepted in India?

The brand Khortytza speaks for itself. The quality of its vodka and uniqueness of its colour-changing bottle set it apart from other brands. Consumers have and will always want value products and Khortytza offers great value in each bottle.



Our customers will relish **Khortytza'**

The vodka from Ukraine, Khortytza is the first spirit in the distribution portfolio of QualeMagni, which hitherto has been distributing wines from Spain, Chile and South Africa. "Anyone looking for a high quality taste cannot afford to overlook Khortytza," says **QualeMagni MD Surya Phadke** while interacting with **Shalini Kumar**.

How many variants does Khortytza vodka sell and how many of them you are importing to India?

Global Spirits has five variants – Khortytza Classic, Khortytza Platinum, Khortytza Silver Cool, Khortytza Ice, and Khortytza De Lux. Currently we are distributing Khortytza Platinum and Khortytza Ice, but within a year, we will launch all the other variants.

In a cluttered market for vodka, how do you intend to promote your brand? Share some of your strategies.

Brand promotion will happen via both offline and online channels. Our core focus though will be offline and making sure consumers can see, feel and taste the product. Both the bottle and the liquid inside have been produced with

utmost care and are of the highest quality. Our strategy will focus on making sure consumers get a first taste and let the product do the talking. The online channel will be used to generate awareness about the brand and its unique qualities. It will be a call to action to return to bars, clubs, restaurants and hotels and enjoy the Khortytza experience.

Which cities/markets are you planning to launch Khortytza?

Khortytza will have a pan-India presence in the next 18 months. Both the labels, Khortytza Platinum and Khortytza Ice, have already been registered in New Delhi. Next on our radar are Rajasthan, Haryana and Maharashtra, with a proposed launch in April.

Who is your major TG and how important is the institutional sale in your strategy?

Institutional sales play a major

Two Khortytza variants launched in India

QualeMagni in association with Aura, the premium vodka bar of The Claridges hotel of Delhi, has launched Ukrainian vodka, Khortytza, in India. Khortytza is the third highest selling vodka in the world.

Khortytza represents a perfect balance of the finest experience. It is produced using a traditional recipe with the best modern technology at its distilleries.

Of the five variants of Khortytza, two – Khortytza Platinum and Khortytza Ice – have been made available in India.

Khortytza Ice is the right blend of aromatic mint, lime and menthol varieties of ethanol. It has an extremely subtle floral flavour and the feeling of coolness. Every Khortytza bottle is known for its unique feature – the colour of the bottle changes when cooled.

Renowned mixologist Yangdup Lama of Cocktails and Dreams and owner of Thirsty Three Hospitality served his signature vodka-based cocktails at the launch, showcasing the versatility and depth of Khortytza vodka.

Speaking at the Khortytza launch event, Surya Phadke, MD QualeMagni, said, "Our aim to represent high

quality brands is the driving force behind all our endeavors going forward.

We were introduced to Khortytza with a first taste that successfully

matched up to its tagline 'Ultimate Perfection'. We are certain that every one of our customers will

relish each sip of Khortytza just like we did, and appreciate

its rich taste."

About the launch, Atul Lall,

VP Hospitality and General Manager,

The Claridges, New Delhi, said, "Being

Delhi's only exclusive vodka bar, we are

elated to launch Khortytza here at

Aura and add it to our portfolio.

The vodka of exceptional taste

and quality will be a great fit in the

premium liquor sector."






year with the principal company and will continue to work with the brand to develop key segments.

Which are the other products do you have in your portfolio? Share their details with us.

Khortytza is our first foray into the spirits market. In addition, we have also been distributing wines from Spain, Chile and South Africa with a world-class brand from France in the pipeline.

In the last four-five years of your association with the liquor industry, what growth pattern have you seen and how do you rate the industry for a budding entrepreneur like you?

Our first labels were registered in July 2013. That is, we have been in this industry for about four years. The growth pattern for us has been significant and more than the industry average, as is the case with all new ventures. I believe the industry has a huge potential for budding entrepreneurs of all ages.

Unlike the tech industry, growth in this industry is not super normal as is with all traditional (distribution) businesses. State-wise excise laws also hinder growth. However, a rising middle class fuels the industry with its burgeoning demand. I would rate the industry 10 on 10 for all entrepreneurs. 

role in our strategy. In the absence of mainstream media advertising for liquor brands, the presence of Khortytza in institutions acts as a great marketing tool. Along with this we will also use branding in the retail channel to attract first time buyers. Our main TG is the discerning buyer. Anyone looking for

a high quality taste cannot afford to overlook Khortytza.

How is your wine-based RTD, Sangria Lerele doing?

Our pre-mix Sangria Lerele from Galicia, Spain, has done incredibly well in the retail market. We are in the third