Adapt or Die

Karan Bilimoria
Founder and Chairman
Cobra beer
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
Growth of Lager

Lager as a percentage of total UK beer sales
Indian Restaurant Sector

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Overcoming the credibility gap
1990-1997
Born and Brewed in Bangalore, exported to the UK
Ask the Customer
Born in Bangalore, Brewed in Bedford
The Value of Lifelong Learning
Adapt or Die
View the video via this link:

http://www.youtube.com/watch?gl=US&hl=uk&v=T5wwNP_Z_TI
Production Nightmare
PREMIUM STRONG BEER

Unusual thing, excellence

www.cobrabeer.com
2008-2009

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

NOW AVAILABLE AT MARKS & SPENCER

cobrabeer.com
facebook.com/weloveacurry

love curry love
The Last Reluctantly Offered

Love Curry Love

Cobra

Less Fizz to Go Perfectly with Curry
THE OVERORDER
TOMORROWS CURRY BREAKFAST

COBRA

LESS FIZZ TO GO PERFECTLY WITH CURRY
Radio Ad: Tandoori Sizzler

Listen to the ad via this link:

http://www.youtube.com/user/cobratvwelovecurry#p/a/u/1/Gg3yaY6qi4s
THE TANDOORI SIZZLER

ENEMY OF FELLOW DINERS

LESS FIZZ TO GO PERFECTLY WITH CURRY

LOVE CURRY LOVE

COBRA

facebook.com/weLoveCurry

coobrabeer.com
drinkaware.co.uk

for the facts about alcohol
Radio Ad: Over ordering

Listen to the ad via this link:

http://www.youtube.com/user/cobratvvelovecurry#p/a/u/0_/sulBcOBCIA
What Makes an Extraordinary Brand?
"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
“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
"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”
View the video via this link:

http://www.youtube.com/watch?v=lBV_KOBtkmU&feature=related
The Cobra Beer Partnership: A True Partnership
The Best of Both Worlds
Vision

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

*The sky is the limit*
Vision

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

*The sky is the limit*