

AB InBev with IHCL to open microbreweries in India

07 October 2019 | News

This partnership is worth Rs. 150 crores, with plans to open 15 microbreweries over the next 5 years



Anheuser Busch InBev (AB InBev), the world's leading brewer has signed an agreement with The Indian Hotels Company Limited (IHCL), South Asia's largest hospitality company, to launch a premium chain of microbreweries within its marquee hotels across key locations in India. This partnership is worth Rs. 150 crores, with plans to open 15 microbreweries over the next 5 years. This exclusive partnership will leverage the collective strengths of the two leading companies to shape the future of quality craft beer in India.

Commenting on this partnership, Mr. Jan Craps, Executive Director & CEO, Budweiser APAC and President – APAC, AB InBev said, "We are delighted to partner with IHCL with its portfolio of exceptional hotels to open specialty microbreweries across top urban cities of India. The microbreweries will be conceptualized by ZX Ventures, our global innovation and investment team that will bring in their global brewing expertise to develop the current ecosystem and delight our consumers. We look forward to working with the emerging craft community in the country and are confident that our synergies in this category will shape the craft beer industry in India."

AB InBev, with its in-house brewing expertise will offer the best craft beers using the finest natural ingredients. This coupled with IHCL's culinary prowess and exemplary service, housed in a vibrant and high-energy environment, will celebrate the spirit of new India. JOI Design from Hamburg will design all the microbreweries.

"In our endeavour to bring the latest international trends and experiences for our guests, we are privileged to join hands with the world's largest brewer, AB InBev. This partnership, exclusive to IHCL will be a first of its kind in the hospitality industry in India. With its diverse collection of over 500 beer brands, AB InBev will be involved in setting up on-site microbreweries at some of our iconic hotels; the first of which will be at Taj MG Road, Bengaluru, followed by Goa, Mumbai and Hyderabad." said Mr. Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL.

This partnership represents the pioneering spirit of the two companies and their combined synergies will offer an unmatched microbrewery experience to a wide range of customers.