

B9 Beverages enters Nepal

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Bira 91 has been growing at a rapid pace in India; with an average yearly turnover growth of 800%, and its sales volume has reached over 30 million cases in three years. After the market in Nepal gains momentum, the beer brand established in 2015 plans to open distributions in five new markets - the United Kingdom, Singapore, Hong Kong, Thailand and UAE.

According to Anshul Agarwal, Export Director at B9 Beverages, "Crafted with the creative urban drinker in mind, Bira 91 aspires to bring flavorful beers to the new world. We aspire to drive a global shift in beer towards more flavour, and Nepal is a thrilling addition to our expansion."