

Boldness in Business

Karan Bilimoria
Founder and Chairman
Cobra Beer



South India

Virtutis Fortuna Comes

Fortune favours the brave

- Duke of Wellington

**Professor Clay Christensen
Harvard Business School**

**Aspiration, Inspiration,
Perspiration, Partnership**

Citroen CV 2 – Albert



Guts

Blue Ocean Strategy

A Simple Big Idea

Serendipity

Luck

Brew Master Dr Cariapa - Partnership in production



Trust

Recipe

**Malted Barley + Yeast + Water
+ Hops = German Lager**

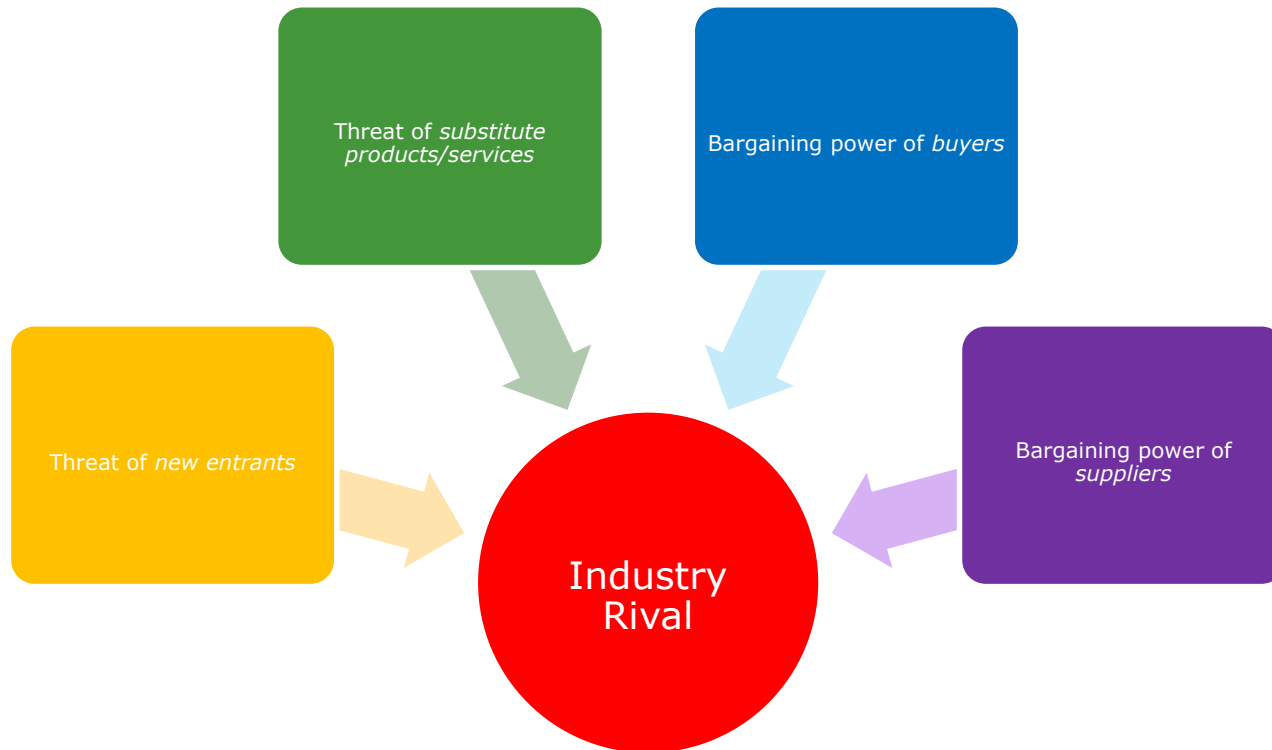
**However, for Cobra's extra
smooth taste and texture, we
also have four types of hops –
as well as maize, rice and
wheat**

Mission from Day One

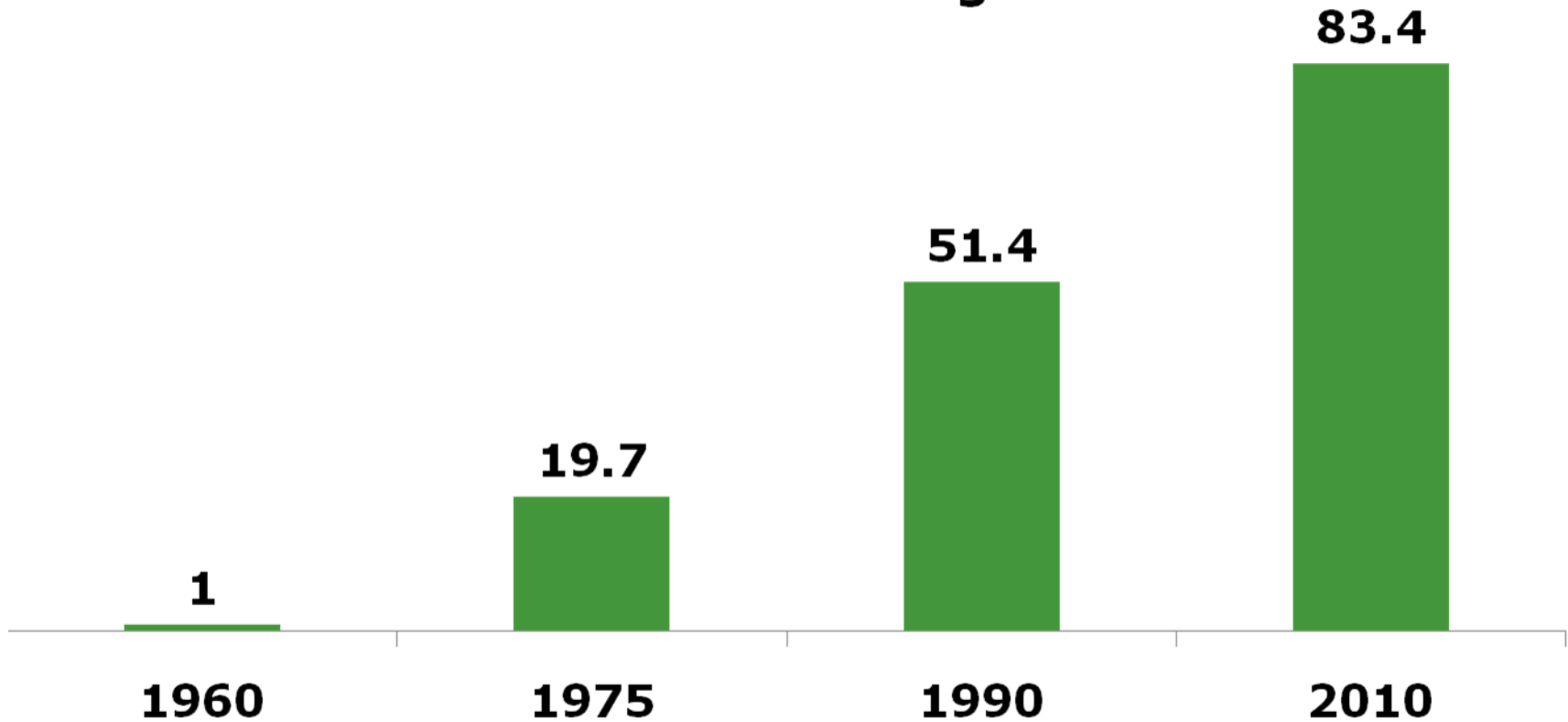
**To brew the finest ever
Indian beer and to make it
a global beer brand**

Against All Odds

Porter's Five Forces Analysis

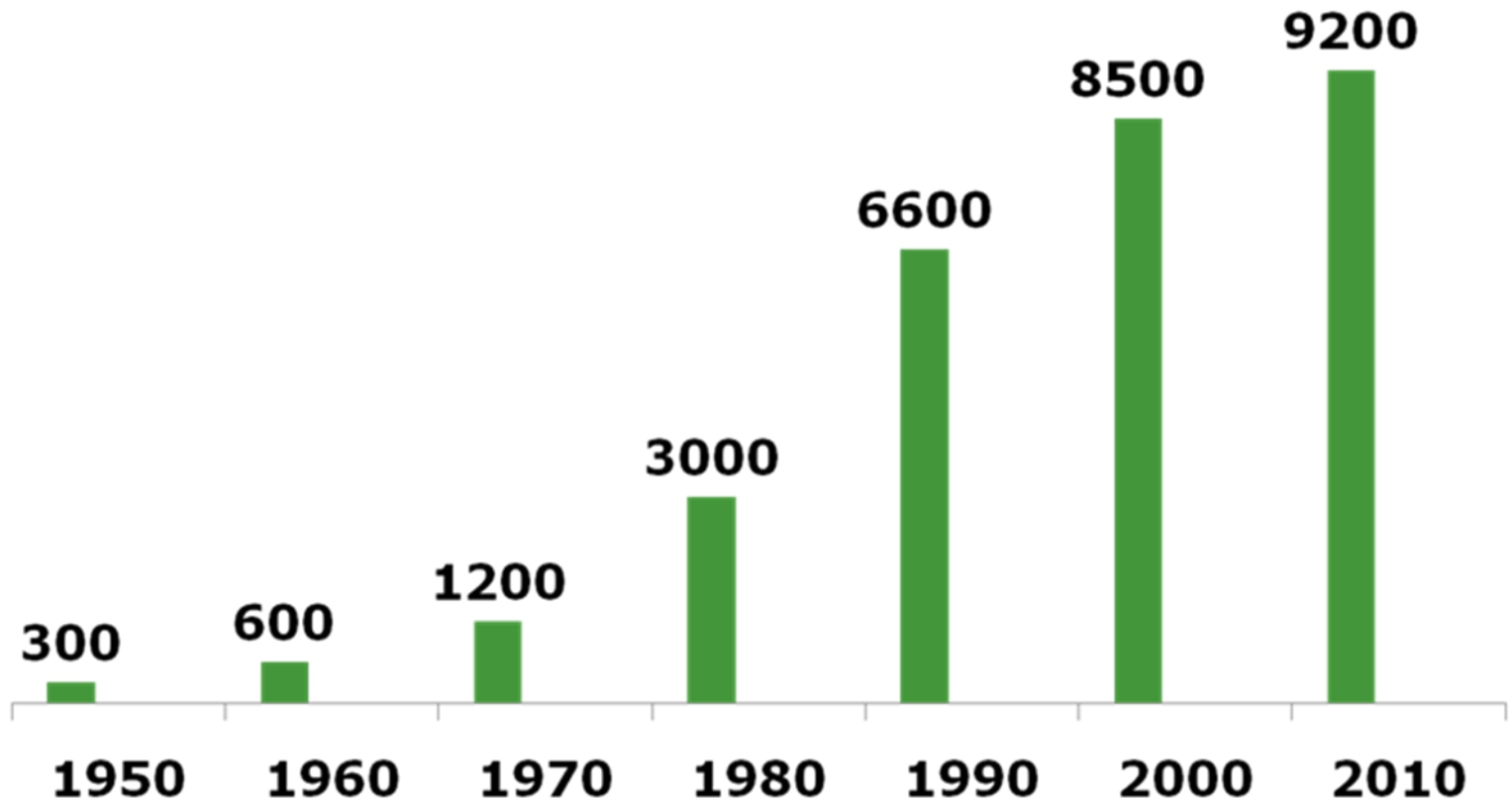


Growth of Lager



Lager as a percentage of total UK beer Sales

Indian Restaurant Sector



1990-1997

**Born and Brewed in
Bangalore, exported
to the UK**

Matthew Rock -11 Qualities of all entrepreneurs:

1. Implacable self-belief
2. A single core technical skill or ability (it could be marketing, selling, or a specialist scientific capability)
3. High resources of personal energy that enable you to work often brutal hours
4. You will be unafraid, indeed relish, talking about money
5. You won't sit on problems or difficult situations, you'd rather deal with them and get them out of the way
6. At the right moment, you love to party

Matthew Rock -11 Qualities of all entrepreneurs (Contd):

7. You have something about you that inspires loyalty in others
8. You are fired by powerful competitive instincts, that drives you to win over your competitors
9. Personal resilience. Entrepreneurs will have setbacks. True winners will absorb them, learn from them and rebound
10. They love what they do, at times at the expense of your family and friends
11. And you really will believe that your business, product, service, is better than what's come before – even when it patently isn't!

The State of the World Today

Share of world GDP:

1913 - 2013:

USA:	18% - 18%
UK:	9% - 3%
Russia:	4% - 2%
China:	5% - 20%
Germany:	5% - 3%
Japan:	3% - 5%

Boldness to Adapt or Die

Evolution of Cobra

**Born in Bangalore, Brewed
in Bedford and now Burton-
upon-Trent, UK, Belgium
and in three breweries in
India!**

Distribution and Range

98.5% Distribution in ERS

Also in Chinese and Thai Restaurants

Supermarkets – excellent distribution

Cash and Carries and impulse sector excellent distribution

Pubs & Bars – huge growth opportunity

Exported to 40 countries globally

The next big thing!!

The 10 P's

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Phinance
7. Passion
8. Profit
9. Partnership
10. Principles

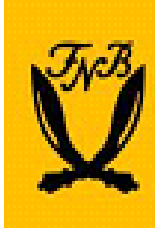
Partnering with your team

**Samson Sohail –
Cobra Sales
Director**

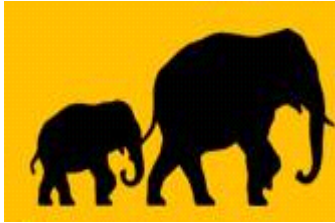


Boldness and Creativity

Repackaging



1. THE GENERAL'S SON



2. LEARNING
LESSONS IN LAGER



5. FROM BANGALORE
TO BEDFORD



3. CHARMING BEER



4. AGAINST
ALL ODDS



6. AROUND THE
WORLD



King Cobra



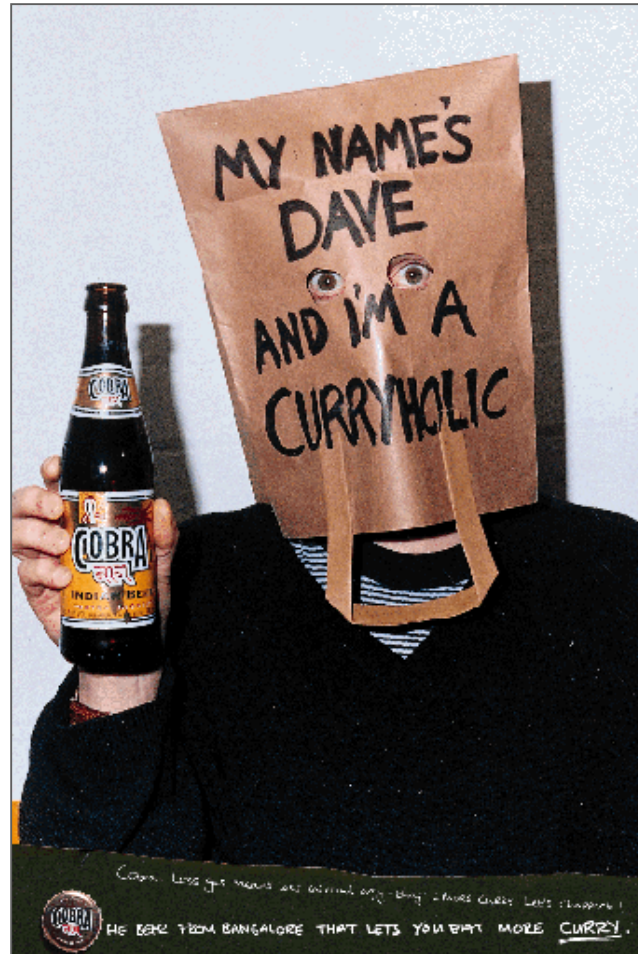
Cobra Zero



Cobra Cans



Boldness and Advertising



Cobra. Less fat means less guilt, only thing you love more. Let's celebrate!
THE ONE FROM BANGALORE THAT LETS YOU ENJOY MORE CURRY.





COBRA
कोबरा
PREMIUM
BEER

Inspired.

www.cobrabeer.com

COBRA
कोबरा

**When you don't have a
partnership with an
advertising agency!**



Back on Track

The Boss



78

Gold

MEDALS

In the Monde Selection, one of the most prestigious quality awards in the world of beer, Cobra Beers have been awarded a total of 78 Gold medals since 2001. In 2013 Cobra Beer was awarded 5 gold medals across the product range Cobra Beer (bottle and keg), King Cobra and Cobra Zero.



2008-2009

The Great Recession

Partnerships in Joint Ventures

The Cobra Beer Partnership Molson Coors Cobra India

Culture

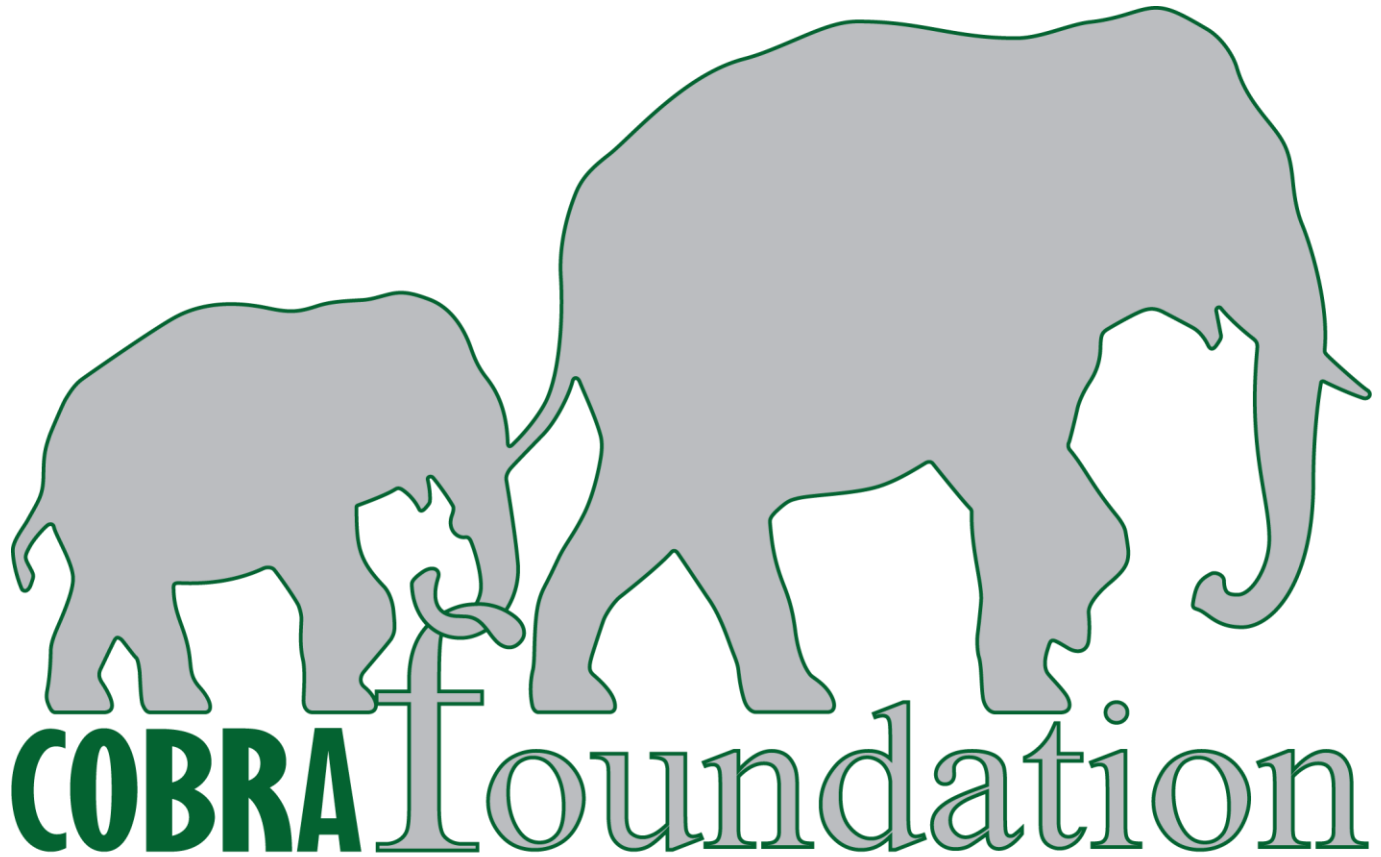
Shared Values

Integrity

Partnership with the community

**It's not just what you do
It's how you do it**

Cobra's Own Charity



Founded by Cobra Beer Ltd.



Cobra Foundation - BELU Water Working with Water Aid to provide safe, clean water in South Asia

Boldness and Innovation

Partnerships outside the box

PictoSo

Easy to use, fun and addictive



What you say on social media stays forever.

With PictoSo: "The pictures stays, the message goes and nobody knows!"

7



Leadership

Leadership (Contd)

**The fear of pain is greater than
the pleasure of gain**

Playing not to lose

Or

playing to win!

10 Lessons from Steve Jobs – via Guy Kawasaki

Experts are clueless

Customers cannot tell you what they want

Innovation means jumping to the next curve

The biggest challenges bring the best work from your employees

Design counts

Changing your mind is a sign of intelligence

Value does not equal price

'A' players hire 'A+' players

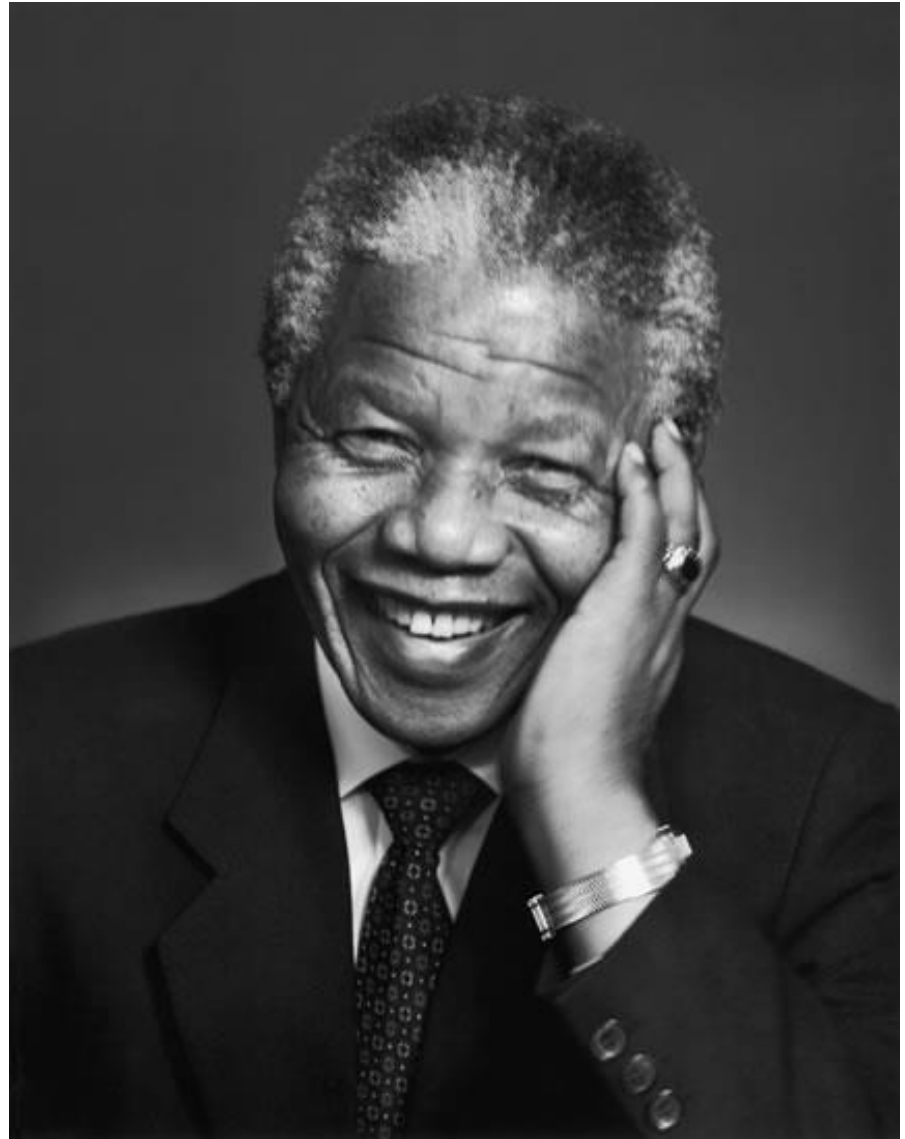
Branding = uniqueness + value

Some things need to be believed to be seen

Desmond Tutu



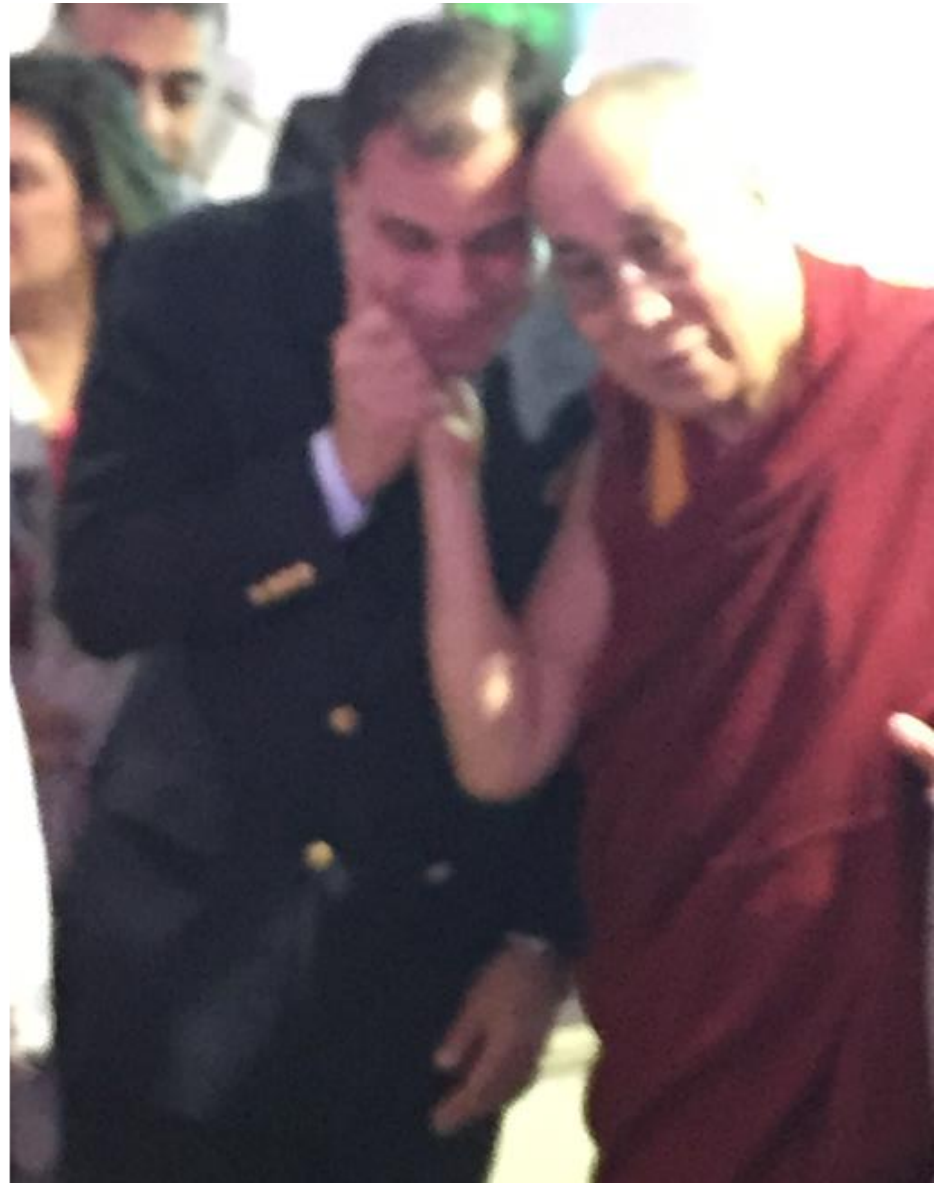
Nelson Mandela



HH The Dalai Lama



HH The Dalai Lama



What Makes an Extraordinary Brand?

**1 ... tell a compelling story
based on an undeniable brand
truth**



*"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



**3 ... have an instantly
recognisable iconic look**



*“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



**6 ... that deliver enduring,
extraordinary profits**

*“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”

Google™

Lessons from my father: Lt Gen Faridoon Bilimoria

Vision

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

The sky is the limit



Brewed under licence in the EU