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### Press Release

# Modi Illva India Pvt Ltd launches Pure, Italian, Luxury Vodka Artic in India

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## Company Brief

Bangalore, January 12, 2011

Modi Illva India Pvt Ltd., announces their first foray in the Indian spirits market by launching a premium brand Artic Vodka as their offering in the domestic market, through 50:50 JV between Umesh Modi Group and Italian Spirit maker Illva Saronno S.p.A. The company, is manufacturing the newly launched product at its state-of-the art- distillery in Modi Nagar, under technical supervision of Illva Saronno S.p.A., Italy. It has invested nearly half a million dollars to set-up a new line for Artic Vodka.



Artic is a first of its kind Pure, Italian, Luxury vodka manufactured in India. Artic is made from 100% pure grain alcohol, clearly establishing the superiority of the spirit. An imported secret ingredient from Italy is added that gives it a distinctive taste.

Artic undergoes a meticulous quadruple distillation process and multiple filtrations to ensure that the alcohol is in its purest form. Quadruple Distillation is ideal to get the smoothest vodka without losing its distinct flavor. Natural Mineral Water keeps the end product pristine and pure as possible.

Every drop of Artic is uniquely different. The tasting notes reveal a delicate, crispy and pleasantly fruited hint, with a dry and slightly aromatic taste. The bouquet reminds of the lime tree with hints of sage, apricot and peach that transports you from the banal to the blissful.

Artic bottle has been designed exclusively by the world renowned design firm - Claessens International, London. It has been crafted in such a manner that it reveals only parts of this pristine vodka - half clear, half frosted.

Commenting on the launch of Artic Vodka in India, Mr. Abhishek Modi, CEO - Modi Illva India Pvt Ltd. said, "India's liquor and spirits market is on a surge, we have introduced Artic Vodka at the right time, we want to be identified as a key player in the premium liquor segment in India. I am of the opinion that with the change in the mindset of consumers, the premium liquor space is bound to evolve and we are very sure of our place here. We are looking at a market share of 10- 12 per cent in the premium segment with the launch of some new products in the next three years. To firm up our portfolio in the Indian liquor market, we plan to bring more premium brands from our partner's product folio including Disaronno, Tia Maria and Isolabella Sambuca by 2011".

The company, apart from the Indian Made Foreign Liquor segment (IMFL) also plans to operate in Bottled At Source (BAS) and Bottled In India (BII) segments, this would facilitate firm foot in the premium segment.

The premium Artic Vodka which is available in 750 ml bottle is priced at Rs. 700/- in Delhi, Rs. 900/- in Mumbai and Pune, Rs. 830/- in Bangalore, Rs. 500 in Chandigarh, Rs. 800 in Noida. Artic shall be available at all leading hotels, restaurants and select retail outlets across the country.

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