

BRAND DECK PRESENTATION

THE INTRODUCTION

Medusa Premium Strong Beer Is Owned By Medusa Beverages Pvt Ltd. The Vibrant Idea Of Medusa Was Brewed In February 2017. The Spiritual Beer Was Successfully Launched In January 2018 In Delhi.

MEDUSA IS THE PERFECT COMBINATION OF THE BEST BARLEY MALT AND IMPORTED HOPS FROM GERMANY WITH 5.9% ALCHOLIC STRENGTH WITH MR. K.B SHARMA OUR BREW MASTER BREWING HAS BEEN DONE AT ADIE BROSWON BREWERIES PVT LTD GURDASPUR PUNJAB.MEDUSA IN GREEK MYTHOLOGY IS THE ORIGINAL CHARACTER OF BEAUTIFUL GIRL WHO WAS LATER CURSED FOR HER BEAUTY BY ATHENA, TURNING ONLOOKERS TO STONE.

THE POSITIONING

OUR BRAND POSITIONING

CONSUMER INSIGHT

The Perfect Combination Of A Young Enthusiast Who Looks Out Things Differently. "An Unique Attitude Towards The Life"

BRAND INCEPTION

The brand is young and targets young people who are looking to be different. Medusa beverages Pvt. Ltd. is the brainchild of 5 connoisseur who are the expertise in this business since 15 years.

Avneet Singh, Arpan Sood, Rajneesh Wadhwa, Sunny Marwah & Nitish Malhotra

BRAND PURPOSE

MEDUSA creates that unparalleled blend of experiences in life

BRAND CHARACTER

This is how they derive ideologies which turns out to be their way of life. More independent yet tactful for a long-term growth in their respective achievements.

Personality which imbibes playful yet mindful, spirited yet responsible, emotional yet confident bringing out a strongminded individual who knows the real indulgence of life.

CREATING THE UNPARALLELED BLEND OF EXPERIENCES IN LIFE

BRAND

UNIQUENESS

BRAND WORLD

CONSUMER

PERSONALITY

Medusa OUR BRAND PERSONALITY

WE EPITOMIZE PERFECTION

A sensory experience. A perfect combination of best barley malt and imported hops from Germany. The spectacular visuals and taste radiating to tingle your senses

WE KEEP UP THE SPIRITS HIGH

The vibrant idea which is unstoppable. Giving back a fun-filled experience and reckon a force that will take you back to your larger life and beer your spirits up.

THE MYSTIC MORTAL

With vehement passion and serpentine locks, she is the mystic mortal. In Greek mythology, she is the original character of a beautiful girl who was later cursed for her beauty by Athena, turning onlookers to stone.

CELEBRATING LIFE

Giving the real indulgence of life whether alone or in a party, relaxing or having fun with friends, Medusa brings out such unique moments of life.

OUR Medusa VISUAL INTERPRETATION



Medusa~

Medusa, the perfect combination of A young enthusiast who looks out things differently having an unique attitude towards life. They are independent and outgoing having a positive mindset, playful yet mindful, spirited yet responsible, emotional yet confident. They find pleasure in every moments of life which turns out to be a never-ending experience. A YOUNG BRAND INCEPTED IN 2017 BY FOUR PARTNERS WHO ARE THE INDUSTRY EXPERTS

THE BRAND WAS SUCCESSFULLY LAUNCHED IN 2018 AND IN A SPAN OF ONE YEAR MEDUSA BEVERAGES PVT LTD HAS MANAGED TO SELL THREE LAKH CASES IN DELHI FOLLOWED BY OTHER NORTHERN REGIONS OF INDIA

RECEIVED THE BEST DEBUT PRODUCT OF THE YEAR GOLD AWARD IN THE BEER CATEGORY BY THE RENOWNED ALCOBEV MAGAZINE 'SPIRITZ 2018'

REPRESENTED THROUGH AN EYE CATCHING LOGO AND MEDUSA ICON WHICH CREATES A NEVER-ENDING IMPACT ON A CONSUMER

WORLD CLASS FACTORY. A STATE OF THE ART FACILITY BUILT TO IMMERSE PATRONS IN BEER CULTURE & DISPLAY THE BREWING PROCESS.

BRAND DÉCOR

INDUSTRY REVIEW

Medusa: The fastest growing beer brand in india

650 petall surjets and in some of the

distribution of 99% in cetal, autiets.

is around 75 netall wathers out of 90

Aims to ensure its presence Pan India in next 5 years

Medasa was born in 2038 with the anity objective to support the miliennia/consumers-who are looking out for new taste and fissiour in the Indian market. Mediato is an India -based beer compony with a strategic manieting division and a aviniv and metermeterary packaging. Mediasa understands that beer is a passion, a lifestvie choice and importantly, a historic drink with a unique culture that needs to be preserved. Over the years, medana has become the perfect. combined an of best barky must and imported hops from Germany with 5,9% alcohol strength Medicus brand lags to inspland. by the original character of a beautiful gill in Greek mythology who later cursed her beauty by Athena, furning anisolers ta 10010

educa hat because Delhi's proper lancer. trong publing canned bees After Delhi, Puniah, Chanding's UP and Children and the second s high spirits. It is more of the fastest beer growing rampanies and has recently also happed an award in the rategory of Pintent sources brand in the beer segment at the Spiritz Athievers award 2819.



districts and proving towards the next of Oxhattisgeth it has W00 of around \$9% of the total retail outlets, is next 5 years the brand will be available FAN locks.

Expressing his joy on the expansion of the

renters Hz. Areout Singh, Founder Medicta Bernerages Pvilled said "I am elated about In Delhi, Hedana is available in approx. Mediate's rollaboration with Depretees. Interging to Delhi's second must strong premium call and restaurants with while canned beer has made me ato, to be the leader to the market. Hy entrepresential Horas their breakery haned out in Panish ingrate till new have been extracted. the brand is available to everythan 3000 rewarding and I wish to continue this retail outlets. In Chandapark it is resultable parents streak in the years to rouse. We are the first open papy to sell 3 highs cause catilets along with some of the premiters in the first year. We are correctly studiable native and restautoants of Chandigarh. In in 5 citizet but in the next one year thail be-UP Piedcas to being seld in more than 40 analistis FAN Inda.

THE BIG STORY IFFECALS PERSPECTIVE POLICEY ENTITIES STRATEGY MOW EVENTS

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___Medusa____

Started

January 2018

inal investment

1120 million

Present in.

Delhi, UP and Punjab.

Gauget sold

300.000*

Priventel

t700 million*



Formalise of Mechana Boor, 20-year-cold Acquert Stagle, gette empired release pricing boost the broad mont. "Methanics wingerHuman basis with living tenurates states instead. of Just: Three who gave upon her three would turn to show. Cur beer also helps you get storred," sprays fough-

If you are a beer lover and love in Dellii, you have defautely beaut of the brand. Just a year old, it claims to have already sold three high enses to the repital making around \$700tellion in presses.

Bot, is it mer more could beer such as Kins dr. Anniss, and white Rhino? 'No," superfleigh. 'My beet is a commercial loger bern. With different flavours, here was kning dr. setginality. I wanted to service that with Medaua, "he says,

dated Property But the lager market in filled up to the later with Kingfidsory. of the world, leaving little space for new players. Singh chains he is targetting a new regionst. "Either you have very strong beers or very mild. Medina's taste in mild, list highnane to shin to a storing beer" Singh explanate the positioning. With a beer priced in hover than \$200. Mixtusa to giving tough competition to Carlsberg Elephant (\$120 to Delhi) and Bodywaier Magnum (71.51) in this segment. Singh plans in keep prices of that point for a few years to gein machet share.

But have the three nell-control and up here? "While my handy to inter abaraterization business, 1 setup restal and dividilation diamet of Equar in Delki in 2014," choses Singh. Yeday, he has to outlots in Dolks and a distribution channel for several leases brands. "The channel instandrate for scorething bigger - to handrone over absilied brand. But my over charact correspondences lieve three 174 of our sades," eliging Storgh-

length invested around Page million to start the bestness and took the help of expert. between to get the basic right initially. "Ligge-dients are more in all the bases, the process is the differentiates: We worked readly hard, created several test hat date, experimented with Teste to get it tight." he says.

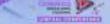
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BRAND SOLUTIONS



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BE Exclusive: Medusa takes the social media route for brand building

The brand plant to entiry four new merkets including UP, Chrattagorh, Purjail and chandrait

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In a crowded boot market, if is innovative packaging and tigups with key events, that has allowed a newble such as Meduca to create its cern. space, Arneet Singh, CEO, told FTHE, "We will continue to follow sustogate advertising. Under this we will participate

in various big events held in key marians for visibility," he said.

Further, Medusa has taken the social media youtz coupled with word of mouth to create a buzz around the brand. The strategy as per Singli has before massively, "in liquer industry we have primarily two marketing channels, that is, retail outlet and HCII chotel, clubs and restaurants). The power of social media has changed the landscape of the beet industry and also acted as a key factor in the growth of cnift beer industry in India," he explained.

The beer company, which began operations in January 2017, claims to have sold around three laids rases in Deihi. In its first year of operation, the company posted occurse of Ha 70 crore, as net loss stood at Ha So Jakh, according to financial data accessed by business intelligence platform, Tofler-

* In FV19, we are targeting revenue of Bi 120 crure as we aim to sell around to bith cases," Singly added. In FY18, the brand claims to have sold around 3 lakih cases. Medusa currently competes against home-grown beey company, Biraand Kingfisher besides Tohong, Carisberg, Datweiser, among others.

Food & Drink Industry | February 2020

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Avneet Singh founder of Medusa Beverages ventures

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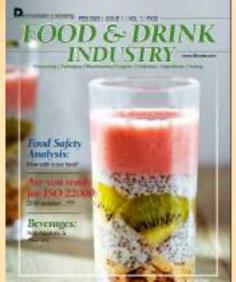
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ALCOBEV MAGAZINE 'SPIRITZ 2018'





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Medusa to expand in more cities in India

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Conversing fits into do the expansion of the sensory, Astrony Single, Tasychic Meckins Boomages, and, "Low entered advised Mention of a Multicommon with the by Yver, Even ging as DxIMCs second endor on engline word beer has made instanto Colleg Des Instantes in the Boorbolt, this anticipation added a later rays, Di today have break and present researching and Training to contain this success of react in the years to come. We are the first compose to self Traths exect in the for the year. We are supported to a suffering the limit of the end seen ever shall be available post indice.



THE BEERPRENEUR AVNEET SINGH, 26, FOUNDER, MEDUSA BEVERAGES NUMBER OF STREET, STRE

A vneet Singh wented to serve good quality beer at an economical rate. The brand Medusa was brewed in 2017 and the spiritual beer was successfully launched in January 2018 in Delhi. "We build beer better and aim to leave a lasting impact. We import the best quality hops from Germany and our barley malt is made right here at home. Our beer is crafted to deliver an experience," he says. Medusa has a strong presence in Delhi, UP, Chhattisgarh, Chandigarh and Punjab. The brand plans to expand in two more states by next year.

"One of my biggest lessons during my entrepreneurial journey is to be a differentiator, the one which serves the product as per the taste of consumers. Consumer study and deep market knowledge are extremely crucial to exist in a cutthroat industry like this," Singh remarks.

In January 2020, Medusa launched a pint bottle as a new packaging scheme and add-on to the Medusa beer collection. The company has a 25 per cent share of the canned beer market in Delhi in just two years of operation.



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Get stoned with Medusa

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Ariset Singh, foursky Machine Beverages

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"Story possibles and find happiness in the filter things of life as that will help po-

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INVIGORATING FLAVOURS PERFECT Medusa FOR ALLOCCASSIONS

SOCIAL MEDIA

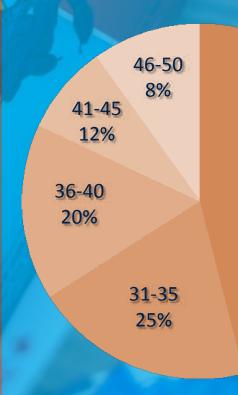
FOLLOWERS

In Just A Year Span & Still Growing

5K+

MEN & WOMEN Resonates Across Audiences

TARGET DEMOGRAPHICS AGE – 18 TO 45



18-30 35%

3K+

10K

OUR UNIQUE DESIGN PRINCIPLES

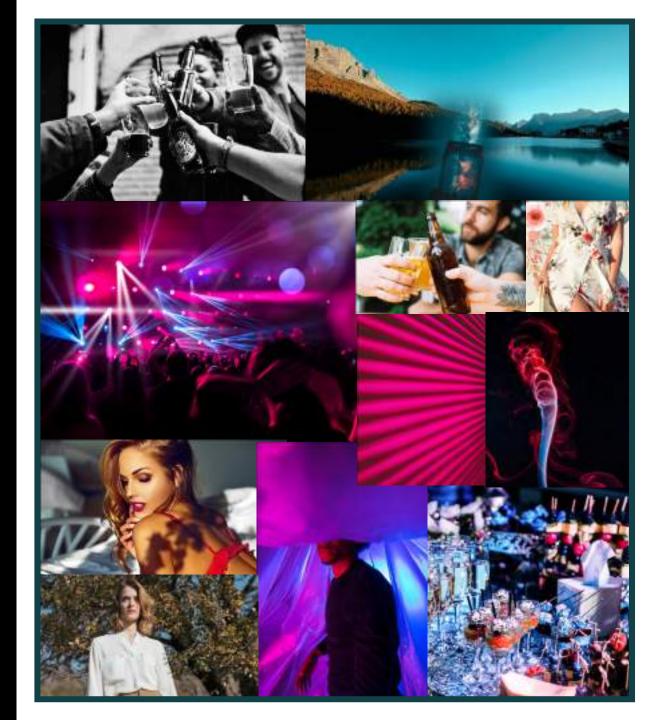
WE EPITOMIZE PERFECTION

The perfection of art or an architecture, an individual expression. The perfection of an individual while performing a task. Its all about doing things as perfectly that it becomes the epitome of an art form. Medusa fits the blend which can further be translated into a substantial consumer line of products.



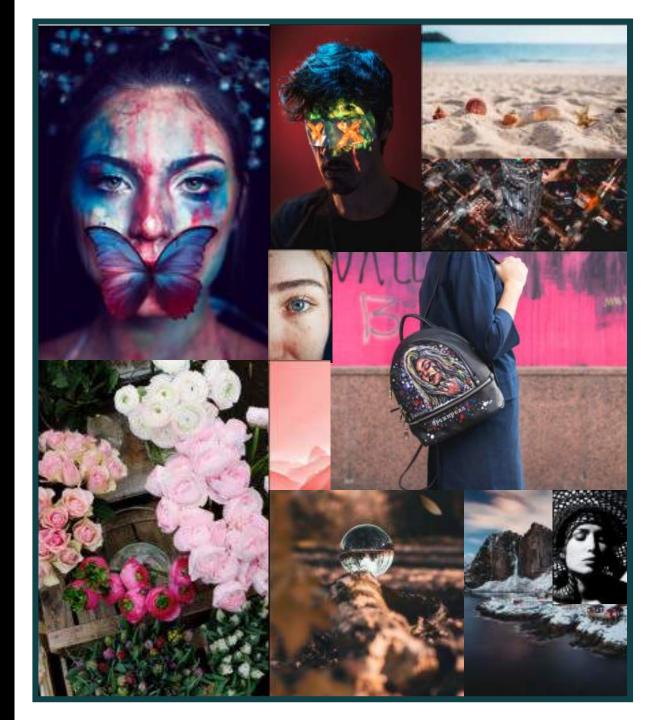
HIGH - SPIRITED

Soaring to the height of success which gives an electrifying experience and unparalleled rhythm to the lifestyle. Kaleidoscopic color that brings out the tone of the moment. High spirited translation of the mood derived from Medusa.



MYSTIC MORTAL

The mysterious enigma encrypted to the story of Medusa relieves the inner mystique which translates into a beautiful artwork depicting the emotions and core value of the brand.



CELEBRATING LIFE

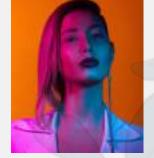
The purest meaning of life is being celebrated with Medusa which says, "Think about things differently". Friends, , Colleagues, Travel, Friday nights, Office, beach its all about finding that special zone of people whom you enjoy the most . Celebrating life with Medusa.

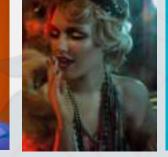


Product Categories

LOOKING FOR BEST IN CLASS PARTNERS TO ALIGN WITH MEDUSALIFESTYLE IN THE BELOW OPEN CATEGORIES

Fashion Apparel & Accessories Bags & Luggage Travel Gear Hosiery & Innerwear Footwear **Small Leather Goods** Watches Eyewear Barware Stationery Gifts & Novelties FMCG Hybrid Experiential Format [Medusa Night Club]



























WELCOME TO THE WORLD OF Medusa