



#### Cookies

Ved at benytte di.dk og danskindustri.dk accepterer du, at der anvendes cookies. Vi anvender cookies til webstatistik, analyse og markedsføring. Cookies er også nødvendige for en række funktioner på sitet, og for at indholdet kan vises. Derudover benytter di.dk tjenester fra tredjeparter, som også sætter cookies i forbindelse med funktioner, webanalyse, marketing og sociale medier. [Læs mere om vores brug af cookies.](#)

Forstået

DI BUSINESS • NYHEDER



## Carlsberg uses elephant to open up doors in India

Brewing giant Carlsberg has launched an Indian version of its classic Danish elephant while the company's Tuborg brand has a solid hold on India's younger generations.

A growing Indian middle class and a boom of young consumers with money to spend makes the Indian market so appealing to Carlsberg that India is central to the company's growth strategy.

"The Indian market is extremely promising. Beer consumption is low, but as is the case with other consumer goods, a rapidly growing economy means that there is great potential for increased sales in coming years," says Nilesh Patel, Managing Director of Carlsberg India.

Carlsberg has launched an Indian version of its Danish elephant, and the Tuborg brand has a solid hold on younger generations. Both beers are brewed at the eight breweries the well-established Danish company owns in India. But the Indian market is full of challenges.

"You simply have to view India as an entire continent of its own with 29 different markets in 29 different states. Consumers have vastly different regional needs, local politicians set alternative rules and the culture varies greatly. It's a big challenge, but also an important parameter for competitiveness if you're able to adapt locally," notes Nilesh Patel.

Over the past six years, Carlsberg has become one of the preferred brands in several regions and is now aiming to achieve an equally strong position across the entire country, where the company's market share in the first quarter of 2018 was 17%. Investments have been scaled up, and Carlsberg recently opened yet another brewery. Carlsberg has 1,100 employees in India.