

Gulf Beverages & African+Eastern supports APTRA India Conference



Chirag Aggarwal, Group Business Manager Travel Retail, Gulf Beverages & African+Eastern says the APTRA India Conference offers a "perfect synergy" with the company's growth strategy in the region

Gulf Beverages & African+ Eastern has joined the Asia Pacific Travel Retail Association (APTRA) and is a Prestige Partner of the APTRA India Conference in Delhi this week.

Gulf Beverages will host lunch on 21 March and is the wine partner for both evening events, pouring some of the premium Fratelli wine range for delegates.

As one of the Gulf's leading distributors of wines and spirits for several brands, the partnership demonstrates the group's commitment to growth in IMEA and beyond. Representing over 10,000 products, Gulf Beverages & African+Eastern said it caters to all demographics, offering a 'business in a box' supply chain solution for brands wishing to expand their distribution in India, the Gulf and beyond. The group assists airlines and travel retail operators to access a portfolio of brands for their customer base profile.

Chirag Aggarwal, Group Business Manager Travel Retail, Gulf Beverages & African+Eastern, commented, "We are delighted to become members of APTRA and to support the association with the important work it conducts on behalf of the industry, both in terms of growth opportunities and for industry representation in the face of regulatory challenges. When we first heard about the

APTRA conference in India, it was a natural choice for us to partner as a perfect synergy with our growth strategy for the region. Our priority is to assist brand partners to launch and fast-track their brands in the many developing markets across the region, offering end-to-end supply chain, distribution and brand management, where recruitment amongst emerging middle classes is a key priority, especially for premium brands.

Sunil Tuli, President of APTRA and Group Chief Executive, King Power Group (Hong Kong), added, "We very much welcome Gulf Beverages & African+Eastern to APTRA as our latest members, joining a growing list of businesses who prioritize the broader APAC region and who understand the importance of APTRA's role as the industry voice representing the industry across over 45 markets. We look forward to welcoming the team to Delhi and to a flourishing relationship in the future."