

## **DIAGEO INDIA LAUNCHES 'RAISING THE BAR', A RS. 75 CR. REVIVAL AND RECOVERY PROGRAMME TO SUPPORT BARS, PUBS AND RESTAURANTS SERVING ALCOHOL**

**New Delhi / Mumbai / Bengaluru, June 24 2020:** Diageo India today announced 'Raising the Bar', a 75-crore programme committed to support bars, pubs and restaurants serving alcohol to welcome customers back and recover following the COVID-19 pandemic. "Raising the Bar" will be a two year programme to support the revival and recovery of qualifying bars, pubs and restaurants serving alcohol across New Delhi, Mumbai, Bengaluru and other cities.

Diageo designed the "Raising the Bar" programme following a global survey of bar owners to identify key priorities to support reopening. Their top priorities included hygiene measures, digital support and practical equipment and training to transform how their outlets will work when they reopen.

The "Raising the Bar" programme will provide targeted non-cash support including physical equipment needed for outlets to re-open like 'hygiene kits' with high-quality permanent sanitiser dispensers, medical grade hand sanitiser and a range of personal protection equipment (such as masks and gloves); help to bars, pubs and restaurants serving alcohol to establish partnerships with online reservations and cashless systems; mobile bars and outdoor equipment.

Following resumption of business operations and the sale of alcohol in bars, pubs and restaurants, outlets will be able to register their interest for the "Raising the Bar" programme via [www.diageobaracademy.com](http://www.diageobaracademy.com). Bar owners will receive regular updates on best practice training and resources and be able to participate in global surveys to share insights, as they build back their businesses.

Commenting on the launch, **Anand Kripalu, Managing Director & CEO, Diageo India** said, *"The Indian Hospitality and F&B industry has witnessed unprecedented loss of revenues. This has impacted many start-ups and MSMEs as well as the livelihood of millions of people. Pubs, Bars and Restaurants are an integral part of our communities, bringing people together to socialise and celebrate - something we have all missed during the lockdown. Diageo has always had strong linkages with the Hospitality and F&B industry, jointly curating unique experiences for consumers. The revival of this sector is vital to the economy and to the success of our business. "Raising the Bar" is our commitment to qualifying Pubs, Bars & Restaurants that serve alcohol. This support extends to providing enhanced safety measures when they resume operations so that their business and employment can revive, enabling our consumers to feel confident once again to socialise and lead normal lives."*

Diageo India's commitment is part of the USD 100 million commitment by Diageo, benefitting global cities like New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Nairobi, Dar es Salaam, Kampala and Sydney. In India, the programme will be owned and led by Black Dog, our locally blended iconic scotch whisky.

According to a recent Pahle India Foundation report, the Indian restaurant industry is the third largest in the service segment, contributing over 2.1 per cent to the GDP. The industry valued at INR 30 billion (USD 426 million) is projected to grow at 10 per cent CAGR to INR 50 billion (USD 710 million) by 2021.

Furthermore, it contributes almost INR 24 billion (USD 340 million) to the government exchequer and employs 7.2 million people.

The impact of COVID-19 on hospitality industry has been widespread, with the closure of venues across the country. The industry, home to many start-ups and MSMEs, is facing a tremendous liquidity crisis owing to lockdown closures, high rentals and additional pressures of securing hygiene equipment.

As governments begin to ease lockdown measures, people want to come together again to connect with their community and socialise safely. By bringing international best practices, providing access to free digital support, technology, training and equipment, Diageo aims to help bars, pubs and restaurants serving alcohol in India, open its doors again.

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**Notes to editors:**

To be eligible for support from the “Raising the Bar” programme, outlets:

- Must be registered as a legal entity (for tax purposes) or equivalent in each jurisdiction
- Must have been operating for minimum period of 12 months before introduction of any national or local lockdown restrictions due to Covid-19, affecting its ability to operate in a business as usual manner
- Must have an alcohol licence.
- Must demonstrate at least one way in which they are or plan to “Raise the Bar” in their community, including: promoting inclusion and diversity and job-creation in disadvantaged communities; promoting positive drinking and tackling harm or anti-social behavior; focusing on sustainability or community support; and providing skills training, especially those from disadvantaged groups.

**About Diageo India**

Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell’s No.1, Smirnoff and Captain Morgan.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3300 employees, 49 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at [www.diageoindia.com](http://www.diageoindia.com). Visit Diageo’s global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

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