

<https://www.ncnonline.net/news-in-brief/iris-global-signs-agreement-with-uks-united-spirits-ltd-to-deliver-lfds>

NCN – March 2021 -

The screenshot shows a web browser window with several tabs: 'Search results - indraneelbose@...', '(3) WhatsApp', 'NCN Iris Global Signs Agreement with...', and 'Facebook'. The address bar shows a Google search. The website header includes the NCN logo with the tagline 'BEST WAY TO REACH IT SINCE 1999', the 'MOBILE INDIA EXPO' logo with the tagline 'The power in your hand...', and a red banner for '24-26 MARCH 2021 Pragati Maidan, New Delhi, India'. The navigation menu includes 'NEWS IN BRIEF', 'INTERVIEW', 'HOT PRODUCT', 'NSS', 'PRODUCT REVIEW', 'SPECIAL STORY', 'AV', 'IOT', 'GAMING', and 'EVENT'. The main article is titled 'Iris Global Signs Agreement with UK's United Spirits Ltd to Deliver LFDs' by 'NCN News Network' on 'March 16, 2021'. It features social sharing buttons for Facebook, Twitter, G+, and Pinterest. A large advertisement for 'Iris Global Services' is at the bottom. On the right, there is a 'Special Story' section titled 'Post-Budget Reactions of IT Industry on Reactions on the India's Union...' by 'NCN News Network' on 'February 3, 2021'. A vertical sidebar on the far right contains advertisements for Seagate and Maxtor SSDs.

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**HOT NEWS NEWS IN BRIEF**

# Iris Global Signs Agreement with UK's United Spirits Ltd to Deliver LFDs

By NCN News Network - March 16, 2021 106 0

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## Iris Global Services

**Special Story**

### Post-Budget Reactions of IT Industry on Reactions on the India's Union...

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The Delhi based Iris Global, has entered into an agreement with United Kingdom based United Spirits Limited under their \$100 million Global recovery program for their Diageo brands called - 'Raising the Bar.' Under this program Diageo will support pubs and bars to welcome customers back and recover, following the COVID-19 pandemic

Through "Raising the Bar, we will provide \$100 million to support the recovery of major hospitality centres, including: New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney and beyond, says Mr Ivan Menezes, Chief Executive, Diageo.

Some of their leading Liquor brands of UK Spirits, Diageo are - Johnnie Walker, Haig, Buchanan, Bailey's, Windsor, Ciroc, JNB, Smirnoff, and Guinness.

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**Interview**



**OPTOMA**  
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Some of their leading Liquor brands of UK Spirits, Diageo are – Johnnie Walker, Haig, Buchanan, Bailey’s, Windsor, Ciroc, JNB, Smirnoff, and Guinness.

The Irish based British company is fully hopeful that this would be the biggest economic movement in India in the Post Covid period and it would have a dramatic chain reaction in reviving the economy, they felt.

IRIS Global has signed up for the supply & installation of 49 Inches – 1,000 Vertical TV display screens at its 1,000+ retail chains aka restaurants / pubs, across the length and breadth of the country. These displays will continuously showcase the wide range of its beverages (alcoholic & non alcoholic) along with their respective prices and a wide range of knick knack with promotional details.



**OPTOMA**  
Reaching No 1 Position in Home Projectors Segment  
Aims to be Among Top 3 Projector Brands in India

VIJAY KUMAR SHARMA  
COUNTRY HEAD AT OPTOMA INDIA

Interview

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Talking to newsman Mr Himanshu Chawla, COO, Iris Global, said, "These TV screens are Dust proof, Tough and are able to work 24x7, The initial order is valued at Rs 2.5 crores and for that they have already procured from industry leaders like Samsung and LG for the supply of the same which is expected to be completed by March 31, this year"

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