

https://www.smechannels.com/iris-global-toasts-to-raises-the-bar-with-diageo-uk-spirits/

## SME Channelk – March 2021 -

The screenshot shows a web browser window with the URL [smechannels.com/iris-global-toasts-to-raises-the-bar-with-diageo-uk-spirits/](https://www.smechannels.com/iris-global-toasts-to-raises-the-bar-with-diageo-uk-spirits/). The page features the SME CHANNELS logo (India's first IT magazine for sme business) and a navigation menu with items like NEWS, CATEGORY, EVENTS, and HARDWARE NEWS. A 'BREAKING NEWS' banner is visible at the top of the content area. The main article is titled 'IRIS GLOBAL TOASTS TO "RAISES THE BAR" WITH DIAGEO, UK SPIRITS.' and includes a video player showing a man in a suit. To the right of the article are two advertisements: one for LogMeIn (SME CHANNELS SURVEY ON FUTURE OF WORK) and another for Sophos (GROW YOUR REVENUE AND LOWER COSTS Cybersecurity System for MSPs). The Windows taskbar at the bottom shows the time as 11:51 AM on 3/23/2021.

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GMT+2 09:40

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FEATURE

GLOBAL SUPPORT Grand Opening - Key Note by Gautam Adani

11:51 AM  
3/23/2021



## IRIS Global Toasts to "Raises The Bar" with Diageo, UK Spirits.

Posted By: smechannels on: March 17, 2021 In: NEWS, Partner Corner [Print](#) [Email](#)

*Delivers 1,000 LFDs for its Pubs, to welcome back customers.*

While the ride is going well for the recently awarded – India's Most Preferred ICT Distribution and Value Added Integration Company – IRIS Global which focuses on Mobility, Productivity & Cloud.

Going further their newly opened – state of Art New Headquarters has proved luckier, as the company has lined up and delivered large and fair orders with quick turnaround that is helping partners/customers to close & execute the deals faster and more conveniently.

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

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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 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.

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.

Talking to newsman 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"

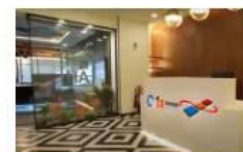


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Kondapalli Sridhar, Director, Webcon IT Solutions Pvt. Ltd.

### LEADING CHANNEL LEADERS IN INDIA



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Chawla also disclosed that the British company planned to enhance the number of their outlets from 1,000 to manifold over the next 2 years and Iris Global would be their chosen integrator for this AV build PAN India.

They would also be looking into other aspects like security, access control & Fire Safety measures of these retail chains for which the value estimation will be carried out later, he added.

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### PICK OF THE WEEK



Shivram Iyer, CEO, Dixit Infotech Services Pvt. Ltd.

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