

# Future of Bisleri

## Abstract

Bisleri is a well-known brand of bottled water in India. The company was founded in 1965 by Felice Bisleri and has since become one of the largest manufacturers of bottled water in the country. However, the future of the company is uncertain, as the daughter of the owner has turned down the opportunity to take over the business. This case study will examine the potential future of Bisleri as the owner considers selling the company.

## Introduction:

Bisleri has a strong brand presence in India and has been a leader in the bottled water industry for decades. The company has a wide distribution network, with products available in over 120 cities across India. However, the company has faced several challenges in recent years, including increased competition and concerns over the environmental impact of bottled water.

The owner of Bisleri has been considering retirement for several years and had hoped that his daughter would take over the business. However, she has decided not to pursue a career in the family business, leaving the owner with a difficult decision to make. After much deliberation, the owner has decided to sell the company. Several potential buyers have expressed interest in acquiring Bisleri, including multinational beverage companies and private equity firms. One potential buyer is Coca-Cola, which has a significant presence in the Indian beverage market and has been looking to expand its portfolio in the country. Another potential buyer is Nestle, which has been investing in the bottled water industry and has a strong presence in India.

The potential sale of Bisleri has created uncertainty among employees. They are concerned about the impact of the sale on their jobs and the company's culture. The new owner may have different priorities and strategies, which could lead to changes in the company's operations and workforce. The sale of Bisleri could have a significant impact on the bottled water industry in India. Bisleri is one of the largest players in the market, and its sale could lead to consolidation and increased competition. The new owner may also bring in new ideas and strategies, which could shape the future of the industry.

## Conclusion:

The future of Bisleri is uncertain as the owner has decided to sell the company. Potential buyers include multinational beverage companies and private equity firms, and the sale could have a significant impact on employees and the bottled water industry in India. While the sale presents challenges for the company and its employees, it also presents opportunities for growth and innovation. Ultimately, the future of Bisleri will depend on the new owner's priorities and strategies.

## Questions:

1. What strategy can Bisleri adopt to avoid selling its business?
2. What other threats and opportunities are available with Bisleri?