



# EXPLORING *New Tastes*

**ROHAN NIHALANI**, FOUNDER & CEO, MORGAN BEVERAGES PVT. LTD TELLS **BINDU GOPAL RAO** HOW HE IDENTIFIED A NICHE SPACE IN THE INDIAN ALCOHOL INDUSTRY

**T**he mention of cider (made from fermented apples) may not immediately ring a bell in your mind. However, this is exactly what Rohan Nihalani, Founder & CEO, Morgan Beverages Pvt. Ltd. saw as an opportunity and as a gap to fill in the Indian alcohol space.

Rohan grew up in Surat, Gujarat, completed his secondary education in Pune, and shifted to Mumbai for his graduation. But it was when he went to London to pursue his MBA, that he discovered his passion for cider.