

Special Edition  
DRINK  
RESPONSIBILITY



93 70 70 70 70

[www.rmbusiness.in](http://www.rmbusiness.in)

# RM TIMES

## DE DARU DE DARU

People are **drinking** as a way of dealing with **boredom**. This has increased alcohol consumption to a large level. The country, which has seen a rapid proliferation of city bars and nightclubs in recent years, has made alcohol as a lifestyle choice, so the lockdown has particularly affecting those who are addicted to consumption of liquor on regular basis.



According to Google Trends, online searches for “how to make alcohol at home” peaked in India during the week of March 22-28, the same week Indian Prime Minister Narendra Modi imposed the nationwide lockdown. But in the northern state of Uttar Pradesh, two people died some weeks back after drinking home-brewed liquor, while five others were admitted to hospital in critical condition, So try this this at home.

Even habitual drinkers hold limited stocks which must have been exhausted by now and they are trying every “ways and means” to get hold of a Liquor bottle. In many cases Friends have become great enemy over not sharing a bottle, Cousins & far relatives have come close as in other cases they have shared a bottle in this time of Lockdown and strengthen family ties ...LOL

Grey-market sellers were charging triple the price, but premiums have been rising daily as the demand is ever growing due to continuation of the Lockdown, Habitual Scotch drinkers are compromising to a regular whisky, Gin, Rum or anything with alcohol .

“Many are willing to pay even higher prices for liquor, but can’t get any.

### Unbeerable

BRAND NAME	MRP	GREY-MARKET PRICE (Rs)
Teacher's 750 ml	3,032	5,000
McDowell's No 1 750 ml	750	2,500
Blenders Pride 750 ml	1,469	3,000
Royal Stag 750 ml	1,300	4,500
Smirnoff vodka 750	1,500	2,500
100 Pipers 1 Litre	2,500	4,500
Johnnie Walker Black Label 1 litre	5,000	8,000 to 9,000
Johnnie Walker Red Label 1 litre	3,000	5,000 to 8,000 depending on customer
Carlsberg Elephant (beer) 330 ml	130	350
650 ml	216	800 to 100

## FAKE ALCOHOL ALERT





## WOMEN TRENDS

The shifting composition of Indian drinkers has seen a rise in the number of

Indian women drinking regularly and heavily. After being non-drinkers for decades, the women market is grown & expected to even grow by 25 percent over the next 5 years, with these kind of figures we understand that young working women stranded at home must be ready to pay triple amount to get hold of a bottle of their choice.

It is said that 43.7% women in the age group of 18 - 30 years consumed alcohol out of habit or desire to do so, 41.7% women in the age group of 31 - 45 years consumed alcohol due to an occupational requirement or because of social norm.

According to women, alcohol is a coping mechanism to stress, depression, loneliness anxiety, been mental and physical trauma as and to cope up with the needs and pressure of fast paced life which is listing more reasons why, women drink

Driven by the market forces the cocktails and berry drinks are being promoted as feel good and relaxing drinks for women, women are enticed into drinking more with the promise of a good time. Study reveals that nowadays young women consume similar amounts of alcohol to young men on any typical drinking occasion.

## Teens Drinking ?

Experimentation with alcohol during the teen years is common. Some reasons that teens use alcohol are:

- **curiosity**
- **to fit in**
- **to feel older**

From a very young age, kids see advertising messages showing beautiful people enjoying life and alcohol. And because many parents and other adults having alcohol regularly, having beer or wine with dinner due



to Lockdown, Parents might be drinking to kill boredom but for sure they are setting an example for their kids at home that alcohol is harmless.

## While staying at home, follow these tips to drink in moderation “There is life after Lockdown” :

- Set limits for how much you're going to drink
- Don't relax your rules, stick with them
- Consider low or no-alcohol drinks
- Limit sugary cocktails that can impact your immune system especially if you already have underlying health conditions.
- Know consumption guidelines for healthy adults: one drink a day for women of all ages and men over age 65; up to two drinks a day for men under age 65.
- Know that heavy drinking can lead to chronic diseases, including problems with your liver and throat. It can also lead to high blood pressure, psychological problems, and Cardiac Issues.

\* “During this time of coronavirus, be careful of excessive drinking because it can compromise a person’s immune system”



*opportunities  
follow you !*

**This is a #WORK FROM HOME INITIATIVE# and we will be glad to hear from you, we are open to suggestions & will be happy to write about Organization or person who is making a mark in these Challenging times.**

**You can write to us : [info@rmbusiness.in](mailto:info@rmbusiness.in)**

**[www.rmbusiness.in](http://www.rmbusiness.in)**

**Opportunities Follow you !!!**