



## Lord Bilimoria

Founder & Chairman of Cobra Beer



### CSA CELEBRITY SPEAKERS

Lord Bilimoria is the Founder and Chairman of Cobra Beer. He is also Vice Chairman of the London Chamber of Commerce and Industry's Asian Business Association and a member of various charities. He made it onto the Fast Track 2000 listing and is featured in both the Asian Times and Eastern Eye listings of successful businesses. He was chosen as a cross-bench life peer in 2006, becoming the first-ever Parsi in the House of Lords.

**"An entrepreneur with the Midas touch"**

#### In detail

Lord Bilimoria started his career at Ernst & Young, where he spent four years working in audit, tax, training and accounting. In 1989 he founded Cobra Beer, realising his ambition to develop a premium lager to complement Indian cuisine. Following on from this he then extended into other markets with the launch of General Bilimoria Wines in 1999, and by founding Tandoori Magazine. In 2005, he became, and still is, Chancellor of Thames Valley University - the UK's youngest university chancellor at the time. For his achievements in business and as an entrepreneur he has been presented with numerous awards including the CBE in 2004 and in 2008 the Pravasi Bharti Samman, by the President of India.

#### What he offers you

Lord Bilimoria shows audiences how the secret behind his success and his business principle has always been very straightforward. He explains how the product always comes first and by striving to be different and better it is possible to change the marketplace and become a brand leader.

#### How he presents

An entertaining speaker, Lord Bilimoria is able to draw upon his own experiences to offer decision makers invaluable lessons in designing effective business strategies designed to increase product sales.

#### Topics

Entrepreneurship  
Leadership  
Motivation  
Brand Building

#### Languages

Lord Bilimoria speaks English, Hindi and French.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2009

Against the Grain: Lessons in Entrepreneurship from the Founder of Cobra Beer

##### 2007

Bottled for Business: The Remarkable Success Story of Cobra Beer