

# Annual Information Memorandum



**KAYA SPIRITS**

EXCELLENCY IN BLENDING SPIRITS

**Kaya Blenders and Distillers Limited**

[www.kayaspirits.com](http://www.kayaspirits.com)

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**1800-270-3010** 



**KAYA SPIRITS**  
EXCELLENCY IN BLENDING SPIRITS

*Kaya Blenders & Distillers Ltd is one of the few companies of India which have searched the portfolio of spirits and present in more than 15 states in India.*

“  
Uncork & Unwind!

*Revel*  
in the Best  
Spirit of Kaya

”



## Message from the C.M.D's Desk

Our mission is to set the highest standard for the vintage spirits that we distill and develop at our unit. It is our solemn intention to distill the finest spirits, unique and extraordinary with ingredients of supreme quality. Our company believes in building and developing strategies in a persistent fashion with inherent foresightedness and passion. We have confidence in the fact that purity of beverage is the most significant strategy for becoming the favorite amongst alcohol connoisseurs and lovers. Every liquor that we distill consists of one unique ingredient that makes the Spirit so distinctly savory and delicious.

It is our firm philosophy and resolution to create spirits with passion and fiery enthusiasm. We aim to win the taste and trust of our connoisseurs and spur them on to come back for more. It is our firm belief and faith to provide our beloved connoisseurs with trustworthy products and service.

### **Karun Kaura**

Chairman & Managing Director  
Kaya Blenders & Distillers Limited

### **How is our SME, Kaya Blenders and Distillers Limited the best platform for investors?**

Kaya Blenders and Distillers Limited, known by the brand name, Kaya Spirits, is a spirit' company of India, which is a rapidly flourishing company with substantial yearly revenues. Incorporated on the 7th of June 2016 as a limited company, Kaya Spirits is registered with the Registrar of Companies, Chandigarh.

The director of Kaya Blenders and Distillers Limited, Mr. Karun Kaura is a legendary business prodigy known for his genius business strategies, planning, and foresightedness. When you invest in our company, you invest in his knowledge and acumen and that can never ever fail you. From wine connoisseurs to spirit lovers, Kaya Spirits is now a famous worldwide favorite all geared up to storm into the international spirit market that will skyrocket the annual income and revenues.

Our company's portfolio includes delicate wines imported from Italy, such as Merlot del Veneto, Sangiovese Puglia IGT, Pinot Grigio IGT and Spumante Brut White. Apart from this Kaya Blenders and Distillers Limited, it is one of the most popular brands in the local as well as global wine trade market with sufficiently stocked spirits and proliferating network of distributors. Kaya

Blenders and Distillers Limited is in charge of a portfolio of spirits and liquors of leading Indian whiskeys like Old Professor Premium Whisky, Royal Patiala Delux Whisky & Ministers Reserve Premium Aged Whisky. Apart from this, Kaya Blenders and Distillers Limited produces the finest quality Rum, under the brand name Black Enfield RUM, along with international beer brands like Vitalsberg and Moller.

Kaya Spirits produces unique blends of premium quality and authentic liquors and spirits using the finest malts and alcohol to please the palate and senses of

liquor and spirit lovers. For those who crave for unparalleled quality with a perfect blend of the right flavor and purity, Kaya with its wide range of liquor brands is the ideal choice.

Kaya Spirits portfolio also includes the finest Rum under the brand name of Black Enfield along with famous global brands of Beer like Moller, amid a rapidly growing demand.

Kaya Spirits is becoming a popular name in the local and global spirits market.

### *A brief catalogue of our liquor products include*

- Old Professor Gold Reserve Whisky
- Old Professor Premium Whisky
- Minister's Reserve Whisky
- Royal Patialvi Kick Whisky
- Marlin Blue Whisky
- Soldier's Pride XXX Classic Rum
- Jackies Crown Rum
- Red Hunter Rum
- Mid-Night Blue Vodka
- Blue Whale Vodka
- Marlie Louise Brandy
- Habsburge Brandy
- Sirena Gin



# GLIMPSE OF ACCOMPLISHMENTS



Kaya Blenders & Distillers Limited Awarded with International Excellence Award for Quality Manufacturing in Spirits



Mr Karun Kaura CMD of Kaya spirits being Honoured with Dr. A.P.J. Abdul Kalam Excellence Award by former Governor of Punjab and Haryana, Shri Shivraj Patil



Global Achievers Award Presented To Mr. Karun Kaura at Dubai, UAE by Indian High Commissioner of Indian Embassy



CMD Mr. Karun Kaura awarded with Asia Pacific Excellence Award of Kathmandu by Former Prime Minister Nepal



CMD Kaya Spirits Felicitated with Bharat Jyoti Award in 2017 by Dr Bhisma Narain Singh Former Governor



CMD Mr. Karun Kaura being awarded with Pride of India Award at New Delhi by K.M. Seth



Spirits Magazine



Times of India Publishing



Hindustan Times Publishing



Times of India Publishing

# AWARDS & RECOGNITIONS



Mr. Karun Kaura, CMD of Kaya group of companies being awarded with International Achiever Award at House of Commons (British Parliament) at London, United Kingdom in June 2019 by Member of Parliament at UK, Assembly.



Global Achievers Award



Spiritz Magazine Award



Dr. APJ Abdul Kalam Excellence Award



Asia Pacific Excellence Award



# RECOGNITIONS & CERTIFICATION



Certificate of Excellence  
"International Excellence Award"



Dr. APJ Abdul Kalam  
Excellence Award



For Outstanding Individual Achievements  
& Distinguished Services to the Nation



Asia Pacific Excellence Award



Global Achiever Award



Bharat Jyoti Award



Siliconindia 10 Most Promising  
Distributors In Retail - 2018



Certificate of Bharat Gaurav Award



A Magazine for Startups  
& Young Entrepreneurs

# FACTORY REGISTRATION & CERTIFICATION



Food Safety Management Systems



Quality Management System



Hazard Analysis & Critical Control Point



kaya spirits is authorised by H.M.R.C Scotland to blend scotch whiskies in India.

- INDIA MADE FOREIGN LIQUOR is a venture where a liquor (Whisky, Brandy, Rum, Gin, Vodka) label & blend is first developed and then followed by development of its packaging materials which completes the product/s transformation into brands.

- A company is formed and registered to carry on the business operations.

- Thereafter suitable liquor bottling units or distilleries are identified in designated regions and contractual bottling or production is done after getting the label/s or brand/s registered with the local excise depts.

- The label/s or brand/s are again registered in the local state excise departments, where they are intended to sale and thereafter sales starts.

- Marketing and brand building activities along with trade discounts and schemes are operated in the market to gain sales volumes and market share.

- **FORMATION OF COMPANY**

- The company is registered with nature of activities defined as manufacturing and marketing with the registrar of companies to carry out the said liquor business.

- **OPERATIONS**

- **DEVELOPMENT OF BRANDS:**

- Categories are identified in which the company wants to do business as Whisky, Brandy, Rum, Gin or Vodka.

- The company then plans to create “Products” in those identified categories.

- A suitable name is thought or identified according to the kind of product the company wants to create.

- A designer is hired and briefed about the name and the brand positioning and thus the label design is created.

- As soon as the label design is finalized or at least the name is finalized, it is sent for trade mark registration to protect the IP rights

and prevent any counterfeit.

- Thus a “Brand” is born.

- A blender or chemist is hired to create suitable blend/s for the said brands according to the various categories or sub-categories of the product.

- The created blends are then researched according to their acceptance among consumers where an expanded market research done by either hired research companies or by an in-house team.

- The blend/s are finalized after intense and prolonged research to have better chance of acceptance among consumers.

- The designer also creates the artwork for all other packaging materials as bottles, caps, mono-cartoons, canisters, CC boxes, etc., as per suitability and completes the formation of a “Brand”.

- **PRODUCTION & LOGISTICS:**

- There are bottling units (Bottlers) scattered across the country owned by various entrepreneurs.

- Suitable units are identified based on the quality of water, ease of procurement of all packaging materials called “dry goods” and ENA, or the extra-neutral alcohol which forms the base of the spirit called ‘Wet Goods’.

- Security deposits to the tune of around Rs 50 lacs are even paid to sign an agreement for production of brands in those bottling units by the brand owners, referred as Kaya Blenders & Distillers Ltd. (KBDL) here.

- Generally a payment between Rs 50 to Rs 75 per case of production is paid to the bottler depending on the agreement as bottling fee. The amount is paid by KBDL on a monthly basis.

- These bottling units owned by others used to outsource production are called “contract bottling units or

CBUs”.

- The brand owners (KBDL) thereafter sources all the packaging materials namely all the dry and wet goods to the CBUs for production at its own cost.

- The labels of the brands created are registered with the local excise of the bottling unit required for production which incurs an expense on the part of KBDL and generally has a validity period of one year and thereafter renewed each year with fees as applicable.

- There is a very high investment required for procurement of both dry & wet goods as most have minimum order quantities and are mostly required to be paid in advance.

- For example the MOQ (minimum order quantity) for ENA (spirit) is 20,000 liters which incurs an approximate cost of around Rs 15 lacs and is paid in advance by KBDL. The MOQ for the glass bottle is around 1,00,000 pcs which incurs a cost of around Rs 15 lacs and is also paid in advance by KBDL. Similarly with the caps, CC boxes, labels, etc.

- The finished products are moved from the CBUs to the wholesalers/ distributors/ corporation by KBDL and incurs logistics expenses paid upfront on completion of each delivery cycle.

- **SALES & PAYMENT COLLECTION:**

- Manpower is hired by KBDL in the capacity of state/regional/zonal heads and territory sales executives to procure orders and collect payments from retailers, wholesalers and distributors.

- This is a 3 tier business whereby stocks produced at the CBUs are sold to wholesalers known as L-1s or distributors or to the govt. corporations and thereafter the same goes to the retail from where a consumer buys in unit/s.

## OUR LICENSES & ACCREDITATIONS

- Company is Accredited for Scotch imports authorised by Scotland Govt. vide reference No. 40370-50416
- Company is Certified by FSSAI Vide central **License No. 10016063000900**
- Company is Certified by Import/Export Registration vide IEC No. 3016903725
- Company is licensed to sell in **Punjab** Govt. vide Letter No. Dp0103403247462
- Company is licensed to sell in **Rajasthan** Govt. vide Licenses No. 05/2019-20
- Company is licensed to sell in **Maharashtra** Govt. vide Licenses No. 112016/1357/5-B
- Company is licensed to sell in **Arunachal Pradesh** Govt. vide Registration No. Ex-489/BLR/2016
- Company is having Approved labels in **Jharkhand**, Approval Dated 30/04/2019, Approval Reprot No. 82/2019
- Company is licensed to sell in **Uttrakhand** Govt. vide letter No. 462 Dated June 29,2016
- Company is licensed to sell in **Orissa** Govt. vide letter No. LA-41/2016-ORED R No. 5147
- Company is licensed to sell in **Mizoram** Govt. vide letter No. C 18015/19/2016
- Company is licensed to sell in **Himachal Pradesh** Govt. vide letter No. 7-731/2016-EXN-11314
- Company is licensed to sell in **Andhra Pradesh** Govt. vide letter No. C.R. No H4/6884/2017/CPE/Ex dated Nov 2017.
- Company is licensed to sell in **Goa** Govt. vide Letter No :41 dated 27-11-2017
- Company is licensed to sell in **Chhattisgarh** Govt. vide Registration No. 128/2018 dated 08/10/2017
- Company is licensed to sell in **Karnataka** via order no. ECD/05/MP(Label)/2018-19 dtd. 26-07-201
- Company is having license to sell in **Assam** vide letter No.-III-488/2018-2019/395
- Company is licensed to sell in **Telengana** vide letter No. TSBCL/I/2018-2019 dtd. 29-05-2018 and Cr. No. 293/2018/DDB/E1/G1-1&2
- Company is licensed to sell in **Silvassa** Govt. vide Licenses No. 4-1/452/EXC/2017/473
- Company is licensed to sell in **Daman** An ISO 9001:2016, HACCP & FSSAI Certified Company
- Licenses processed in Kerala, Tripura, M.P, UP & J&K.

## OUR FLAGSHIP BRANDS



**Old Professor Premium Whisky**

750ML | 375ML | 180ML



**Old Professor Gold Reserve Whisky**

750ML | 375ML | 180ML



**Minister's Reserve Whisky**

750ML | 375ML | 180ML

# OUR FLAGSHIP BRANDS



**Marie Louise Brandy**

750ML | 375ML | 180ML



**Habsburg's Lineage Brandy**

750ML | 375ML | 180ML



**Marlin Blue Whisky**

750ML | 375ML | 180ML



**Blue Whale Vodka**

750ML | 375ML | 180ML

## OUR FLAGSHIP BRANDS



**Soldier's Pride  
XXX Classic Rum**

750ML | 375ML | 180ML



**Royal Patialvi Kick Whisky**

750ML | 375ML | 180ML



**Jackie's Crown Rum**

750ML | 375ML | 180ML

## EXPORT BRANDS



**Sirena London Dry GIN**

750ML | 375ML | 180ML



**Red Hunter Finest Rum**

750ML | 375ML | 180ML

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Karun Kaura | CMD**  
B.Com, LL.B, LL.M

📍 Resident of Patiala (Punjab) and Based at Chandigarh

☎ 0175-5021897 (Office)  
📱 Mobiles: +919803500003 (Assistant)

- Mr. Karun Kaura, a Commerce graduate with legal qualification of LLB & LL.M. He hails from legal profession with ardent urge and drive to become a successful entrepreneur and stand apart from the crowd. He is known for his quality of looking at problem as opportunity and take challenges to resolve any sort of problem with ease.
- He has always worked in a thought-provoking and stimulating environment that has provided him with opportunity to acquire knowledge, enrich his skills and enhance work experience while contributing towards the accomplishment of organizational mission and objectives.
- He has received recognition and respect in various political circles for his ability to take quick and judicious action at the right time achieving success.

#### Honors & Acknowledgments

- Honored and awarded with International Excellence Award in April 2017 for Quality manufacturing of spirits at Goa, India.
- Awarded with Bharat Jyoti Award from Hon'ble Shri. Shivraj V. Patil, Former Speaker Lok Sabha, Union Minister and Governor of Punjab at New Delhi, India on 23rd April 2017.
- Awarded with Asia Pacific Excellence Award by Hon'ble Shri. Ram Baran Yadav, President of the Federal Democratic Republic of Nepal at Kathmandu, Nepal on 16th June 2017.
- Awarded with Dr. APJ Abdul Excellence Award for Outstanding Individual Achievements & Distinguished Services to the nation by Hon'ble Shri. Shivraj V. Patil, Former Speaker Lok Sabha, Union Home Minister & Governor of Punjab on 15th October 2017 at New Delhi, India.
- Awarded with Global Achievers Award by Hon'ble Shri. Navdeep Singh Suri, Ambassador of India to United Arab Emirates on 20th January 2018 at Dubai.

#### Supplementary Skillset

- Hailing from a strong background of law and well experienced in higher education in this branch, with advanced knowledge of the law community. Mr. Kaura has successfully promoted non-governmental colleges and universities in India for courses in industry collaboration. (2006-2009)
- Excellent media experience with well-established public relations and fluent communication skills. Constructed a brilliant repute as a

media guru, a media strategist with a difference with his expertise in effectively planning and managing both print and electronic media.

Outstanding as a Political Counsellor and Advisor, he has assisted many aspiring politicians to rise in the world of politics.

Possesses immense expertise in management of constituency and enhance win percentage of contestants. Have further contributed towards the political world by building survey reports on voters' constituency, organizing political sessions with the youth and voters.

Impressively skilled in helping an individual ace the race of politics by discussing, dissecting and banking on latest issues to draw the winning votes.

Worked as Media Advisor to CM / Ex. CM candidate and has been contributing efforts majorly in Media.

Managing other political related services, has received a thorough insight and marvelous experience while campaigning for votes on candidate's behalf in the Lok Sabha and Vidhan Sabha elections of 2014 in Punjab.

Was monitoring Media activities, Press and Media liasoning, online and offline election campaigns and offering political advice to those who needed so.

#### His Core Business Value

- Respect of investors' money and ensure best industry returns.
- Promote inclusive growth.



## CORE TEAM OF

# Kaya Blenders & Distillers Limited



**Manjul Wadhwa**  
CMO

Graduate in Journalism  
📍 Resident of Delhi

**Mr. Manjul Wadhwa** is a young entrepreneur, vested with dynamic experience in various fields with a strong hold and expertise in a huge array of professions. After completion of his graduation in Journalism, Mr. Wadhwa has always been engaged in multiple professions. He garnered immense success and experience in the field of Social Research for Governments while simultaneously pursuing in-depth political research for various political leaders and chief ministers. He supervised the PAN India Media Agency leaving his mark in the Liquor Industry with Kaya Spirits.

Through rich and diverse experience in multiple fields, Mr. Wadhwa firmly believes that the key to a successful and flourishing business is to manage and supervise every second and implement new and innovative strategies to take the company to its zenith.

His mantra is- "To be successful, you have to have your heart in your business, and your business in your heart." Apart from believing in strongly regulated management and intricate business planning, Mr. Wadhwa is of the ideology that the company's output has to be beneficial for the society as any large-scale organization affects every section of the society, generating employment and creating a market for shareholders. Thus, keeping the best interest of the consumers at heart, Mr. Wadhwa aims at taking Kaya Blenders and Distillers Limited to the summit of success.

**Mr. Gopal Bithar** believes in the saying - Sincerity and stability are the pillars of success. He relies on his constantly stimulating environment which enriches his work experience and enhances his skill set.

With thirty years of experience in an international company named Federal Goetze India Ltd, Mr Bithar has richly contributed to the success of Kaya Blenders and Distilleries Limited. An additional three years of work as a Plant Controller of one of the Export Oriented Units of Baddi (Himachal Pradesh) has further enhanced his experience. He had a short interval of involvement with an investment company as a Branch Manager.



**Gopal Bithar**  
Advisor to the CMD

📍 Resident of Patiala, Punjab



**P. Obul Reddy**  
CFO & Head-Corporate  
Planning & Structuring

📍 Resident of Hyderabad (Telangana)

**P. Obul Reddy**, a qualified company secretary, commerce and Law graduate and MBA Specialisation in Finance, with around 30 years of experience in finance, Corporate planning, structuring, merges and acquisitions, budgeting controls, project financing, working capital management, company law and legal areas, general administration, Designing of financial instruments/resources, Joint Ventures, and well versed with preparation of various significant document such as collaboration agreements, Joint Venture documents, term sheets for various occasions and transactions etc. In the past, he held senior management positions such as finance manager and company Secretary, Vice President Finance, President Finance & Corporate Planning, Director Finance etc.

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Olga Morozova**  
Master Blender

📍 Resident of Russia

**Olga Morozova**, the head of blending section of Kaya Blenders & Distillers Limited, having more than 20 years of experience in production, organoleptic evaluation, blend creation and marketing of alcohol and non-alcohol beverages. She conducts training and consultancy in Russia, India, Nepal, Australia and USA for different Liquor types. She is having vast experience of developing blends of all segments and know the taste and preferences of people of all countries and age groups.

**Mr Parmod Kumar** is the senior most member of the Kaya family. He is a dynamic leader and an accomplished trader with a vast twenty-five years of experience in the Liquor Industry. Supervising the Production Team of Kaya Blenders and Distilleries Limited, Mr. Kumar has extensive and relevant work experience in Big Liquor giants like Gemini Distillers. He has vast knowledge of ENA purchase negotiation and procurement and supervises the daily operations of the bottling unit including compliance of bottling parameters and excise regulations.

He has hailed in his opulent experience in commercial production to the Kaya Team has greatly enhanced the efficiency of conducting business in India. His rich and versatile knowledge on purchase and procurement along with his contact with vast number of suppliers of packaging materials ensures grand success of business and marketing for the KBDL team.



**Pramod Kumar**  
General Manager  
Production & Dispatch

📍 Resident of Ludhiana

Her responsibility is to Assisting and designing the company's overall mission, values, and strategic goals. Attending meetings with the board of directors and sharing company information. Leading, guiding, directing, and evaluating the work of other employees, such as Seniors and Managers, and ensuring a healthy working environment. Contributing to Exports, sales innovations, strategic business development, and the profitability of the company as determined by the company's strategic goals. Evaluating the success of the company in achieving its goals and formulating plans to correct any issues if the company is not achieving its goals. Managing the daily operations and revenue generation from Exports and Distribution of the company and ensuring its continual growth. Assisting in maximizing the company's operating performance and achieving its financial goals. Assisting in managing the company's finances, identifying ways to increase revenue and decrease costs, analyzing financial reports, and preparing operating budgets. Signing documents and making commitments for which the company is legally liable. Maintaining awareness of competitors, expansion opportunities, customers, markets, and new industry developments and standards.



**Roop Handa**  
Vice President Exports & Distribution

📍 Resident of New Delhi

## CORE TEAM OF

# Kaya Blenders & Distillers Limited



**Abrari Sheikh**  
Regional Sales Head

📍 Resident of Hyderabad

**Mr. Abrari** looks after the entire role, projection planning, Agenda, State-wise Sales strategies till the materialisation. He develops and implement effective sales strategies. He is leading nationwide sales team members to achieve sales targets. He establish productive and professional relationships with key personnel in assigned customer accounts, negotiate and close agreements with large customers, Monitor and analyze performance metrics and suggest improvements. He provide timely and effective solutions aligned with clients' needs, Liaise with Marketing and Product Development departments to ensure brand consistency and he also stay up-to-date with new product launches and ensure sales team members are on board. He also looks after the development of Labels & liasioning with the government agencies and Bottling Plant correspondence on National Level.

**Mr. Rathor** is responsible to set distribution goals and plan and manage distribution operations to achieve the set goals, identify resources, perform workload assignments and provide assistance when required. Conduct trainings to team members as needed. He also monitor team performances and provide feedback for improvements. Oversee daily routes and improve route plans to ensure timely deliveries. Follow and enforce company policies and procedures. Develop distribution budgets and manage expenses within the budgets. He work with warehouse and transportation staff to ensure timely and accurate deliveries. Perform cost negotiations with vendors and provide appropriate solutions for bulk distributions.



**Viram Singh Rathore**  
Distribution Head

Bachelor of Arts (B.A.)

📍 Resident of Jaipur (Rajasthan)



**Parag Nannaware**  
Area Distribution Manager

📍 Resident of Pune (Maharashtra)

**Parag Nannaware** ware is responsible to set distribution goals and plan and manage distribution operations to achieve the set goals, identify resources, perform workload assignments and provide assistance when required. Conduct trainings to team members as needed. He also monitor team performances and provide feedback for improvements. Oversee daily routes and improve route plans to ensure timely deliveries. Follow and enforce company policies and procedures. Develop distribution budgets and manage expenses within the budgets. He work with warehouse and transportation staff to ensure timely and accurate deliveries. Perform cost negotiations with vendors and provide appropriate solutions for bulk distributions.

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Suman Jee Ray**  
Procurement Manager

📍 Resident of Delhi

**Mr. Suman** monitors the business trends and product availability to pay the best price for company goods and services without sacrificing quality or delivery times. He maintains cordial relationships with the suppliers to negotiate the best price for the company. He also works to identify and research for potential new suppliers, assesses total costs of company purchases. He develops and implements strategies for procuring, storing and distributing goods or services and maintaining stock levels, forecasts demand for certain products and make orders accordingly.

**Mrs. Kapoor** with an experience of 15 years looks after the International Business for the company. Generating and Getting International orders for the company and promote and make presence in the International Market. Finding prospective International Importers, Distributors and buyers for Exports and Quoting them best competitive prices. Preparing Product presentation or proposals for the International market is also comes under her portfolio and expertise.

For any query related to International Market /Exports. Mrs. Kapoor is our specialist for this division.



**Ritu Kapoor**  
International Business Executive

MBA Marketing Management  
📍 Resident of Faridabad, (Haryana)



**Deepak S.**  
Operation Head-West Africa

📍 Resident of Delhi

Passionate, Innovative and a result-driven professional offering over 19+ years of accomplished experience across wide gamut of Sales & Marketing management functions, driving sustainable growth in the functional areas, with special emphasis to Distribution Networking and devising corporate strategy in the global arena. A creator of a team environment, with a strong business acumen & ability for streamlining operations to enhance Profitability.

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Nitish Rawal**  
Business Development & Sales

📍 Resident of Delhi

**Nitish** is young graduate with an experience of 6 years in liquor exports. He looks after business development activities of East African countries

**Mr. Tiwari** is a specialist in Laboratory chemists. He is a professional focus on testing a substance for compliance to standards and requirements. He prepares the test samples from all phases of a manufacturing or other handling process, with the goal of determining if the substance meets the standards or requirements of the project. He also prepares documents that report the results of the lab work. He is having a role in preserving workplace safety and safe materials handling as appropriate



**Ravinder Tiwari**  
Chemist & Quality Control Manager

📍 Resident of Ludhiana, Punjab

**Mr. Singh** is an expert in his field of Logistics and Dispatch and he manages it with his extra skills. He select carriers and negotiate contracts and rates. He Plan and monitor inbound and outgoing deliveries, Supervise logistics, warehouse, transportation, and customer services, organize warehouse, label goods, plot routes, and process shipments. He also research ideal shipping techniques, routing, and carriers, work with other departments to incorporate logistics with company procedures, operations and evaluate budgets and expenditures. Mr. Singh also manages the companies dispatch department too. He control the workflow of employees at warehouses, his responsibility is to ensure all goods are accounted for each shipment, and to ensure each shipment arrives on time.



**Davinder Singh**  
Logistics and Dispatch Manager

📍 Resident of Ludhiana, Punjab

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Pooja Kumari**  
Admin cum Office Coordinator

📍 Resident of Chandigarh

**Mrs. Pooja Kumari** handles the Admin-cum-Office coordinator department of Kaya in Chandigarh Office. She is the front desk introduction of Kaya for all the visitors and she also maintains the dairy of day to day meetings of all the staff and employees. She handles the coordination along with the requirements between Head Office and Corporate Office on regular basis.

She also takes care of the office stationary / office inventory / fixed assets property of Kaya.

**Ms. Shashi** is the only one point of contact in Kaya for all the first hand queries regarding Distribution-ship or company's introduction. She handles the front face introduction about the company on behalf of Kaya. She assists Ms. Roop in her distribution channel development in PAN India.



**Shashi Rajput**  
Distribution Manager

Bachelor of Science (B.sc)  
📍 Resident of Gurugram (Haryana)



**Latika Jain**  
HR Head

📍 Resident of Patiala, Punjab

An HR with an experience of 6 years of working in different companies. Experienced into Recruitments, HR Operations & Event Management. She is a part of the Kaya Group of Companies from past 1 year and handling all the HR related activities and department.

## CORE TEAM OF

### Kaya Blenders & Distillers Limited



**Sachin Kaura**  
Accounts Manager

📍 Resident of Paliala, Punjab

**Mr. Sachin Kaura** manages and handle Accounts Department of Kaya which includes daily transaction of funds of Bacchus, maintaining salaries of the staff, checking and screening of bills / invoices etc.

**Mr. Amit** assists Mr. Sachin as well handle all Kaya daily transaction, maintaining salaries of the staff, checking and screening of bills / invoices etc.



**Amit Kumar**  
Officer Accounts

📍 Resident of Paliala, Punjab

**Ms. Sapna Yadav** is responsible for keeping the records of the visitors visiting in the Head office. She handles front desk of introduction and interaction dealing with the visitors in a polite and pleasing manner. She also manages and arrange meetings of the Head Office Staff with the prior approval.

Her profile also includes to the daily attendance record of the officials of the company and assisting in the daily routine company's official work. She also look after the office records, logistics and courier records, proper tracking of stationer records. She also handles the travel desk of Kaya too.



**Sapna Yadav**  
Office Manager

📍 Resident of Paliala, Punjab

#### **Kaya's Team Structure and working Module:-**

**M.B.M :** This is the core strategy decision making body. Represented by CMD Mr. Karun Kaura, GM Finance, GM Commercial.

**Objectives:** Strategic decisions on Investments, Marketing & Brand Positioning, Brand Development etc. are taken by the Strategic Team in a meeting Chaired by the CMD as the convener held on a monthly basis in the Head Office. The Branch offices headed by Regional/Zonal Managers assisted by Area Managers and Sales Executives.

# OUR BOTTLING PLANT



## Bacchus Enterprises Limited

— universe of liquor under one roof —

**Kaya Blenders and Distillers Limited** situated in Ludhiana, Punjab the company aims to cash in new opportunities for expansion by becoming an indisputable and reputed bottling company in the country.

### Blending Section

- Six Nos Blending Tank made from SS
- Capacity 6930 BL\*7 Nos
- Capacity 16329 BL\*2 Nos
- Capacity 25000 BL\*1 Nos
- All tank equipment with transfers Pump and Circulation Pumps

### Spirit Storage : ENA

- Three Nos ENA Storage Tank
- Capacity 24989 BL\*6





## Water Treatment Plant & Analytical Laboratory

- For good quality for good Quality of Demineralised Water for Blending
- We have following purification facility in our Factory
- Raw Water Storage Tank
- DM water-storage Tank
- DM Plant Capacity : 10,000 Litre per Hour
- Scheme: Sand Filter, Carbon Filter, Cation, Anion Exchanger, Mix Bed Unit.
- We have well equipped laboratory for analysis of Blends, Raw material & Packaging Material.



## Inventory Storage

Separate storage space for inventory material.

## Bottling Hall

- Three Bottling Line
- Bottling Capacity with 3 Lac cases / cartons per month
- Separate Holding Tanks
- Separate Washing section from Bottling section

## Ware House Storage

Separate warehouse storage for Finished Goods.



# OUR PRODUCT / LICENCE PRESENCE

throughout India



## KAYA SPIRITS- A HIDDEN GEM !!

“

When talking about the Indian liquor industry, which is already very crowded and almost each day a new company is born!! The only thing that keeps Kaya Spirits distinct is its unparalleled taste and composition of liquor, which wins the hearts and trusts of the connoisseurs.

This hidden gem of Indian liquor market is now a potential stocking and distribution network with presence in India and abroad. But this name and fame has a face, the director of Kaya Spirits Mr. Karun Kaura, a renowned business prodigy. He along with his team's unwavering efforts from distilling, developing, labeling and selling the product is what makes Kaya Spirits reach its epitome.

Due to its purity of taste and unmatched quality, Kaya Spirits has also received several awards and accolades both from Indian and foreign countries. It has been awarded a certificate of excellence-International excellence awards 2017 for serving high-quality spirits.

”



# SALES PROJECTION @ 2% OF THE EXISTING VOLUME

In India every state has a High Volume and Market turnover for the first and second segment Brand with a Turnover of atleast 250000 cases every month and being a new entrant, we target only the 2 % of the Market share to settle our brands in the market.

S.no	State	Existing volume of existing segment brands Monthly Approx	KBDL Brand	2% Target Volume Monthly
1	Punjab			
2	Himachal Pradesh	12000 cases = Mc Dowell No1 Whisky	Marlin Whisky	240
		7000 cases = Celebration Rum	Soldier's Pride Rum	140
		7000 cases = Royal Stag	Old Professor Whisky	140
3	Haryana	125000 cases = Royal Stag	Old Professor Whisky	2500
		20000 cases = White & Blue	Marlin Whisky	400
		35000 cases = Royal Green Whisky	Old Professor Whisky	700
		5000 cases = Episode whisky	Royal Patiala Whisky	100
		3500 cases = Impact Whisky	Royal Patiala Whisky	70
		1000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	20
		750 cases = The Generation Whisky	Minister's Reserve Whisky	15
4	Telangana	25000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	500
		30000 cases = Royal Challenge Whisky	Old Professor Whisky	600
		70000 cases = Royal Stag Whisky	Old Professor Whisky	1400
		300000 cases = Mc Dowell No1 Whisky	Marlin Whisky	6000
		75000 cases = ACP Whisky	Royal Patiala Whisky	1500
		500000 cases = Officer's Choice Whisky	Royal Patiala Whisky	10000
		40000 cases = Mansion House Brandy	Brandy	800
5	Andhra Pradesh	15000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	300
		6000 cases = Royal Challenge Whisky	Old Professor Whisky	120
		45000 cases = Royal Stag Whisky	Old Professor Whisky	900
		150000 cases = Imperial Blue Whisky	Marlin Whisky	3000
		120000 cases = Mc dowell No1 Whisky	Marlin Whisky	2400
		350000 cases = Officer's Choice Whisky	Royal Patiala Whisky	7000
		70000 cases = Mansion House Brandy	Brandy	1400
6	Karnataka	15000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	300
		8500 cases = Royal Challenge Whisky	Old Professor Whisky	170
		25000 cases = Royal Stag Whisky	Old Professor Whisky	500
		100000 cases = Mc dowell No1 Whisky	Marlin Whisky	2000

## SALES PROJECTION @ 2% OF THE EXISTING VOLUME

S.no	State	Existing volume of existing segment brands Monthly Approx	KBDL Brand	2% Target Volume Monthly
		50000 cases = Imperial Blue Whisky	Marlin Whisky	1000
		40000 cases = Mansion House Brandy	Brandy	800
		4000 cases = Morpheus Brandy	Premium Brandy	80
		10000 cases = Hercules Rum	Soldier's Pride Rum	200
		120000 cases = Celebration Rum	Soldier's Pride Rum	2400
		40000 cases = Old Monk Rum	Soldier's Pride Rum	800
7	Delhi(Beer)			
8	Arunachal Pradesh	25000 cases = Royal Stag Whisky	Old Professor Whisky	500
		50000 cases = Imperial Blue Whisky	Marlin Whisky	1000
		5000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	100
		25000 cases = Celebration Rum	Soldier's Pride Rum	500
9	Mizoram	5000 cases = Royal Stag Whisky	Old Professor Whisky	100
		10000 cases = Imperial Blue Whisky	Marlin Whisky	200
		2000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	40
10	Uttarkhand	15000 cases = Royal Stag Whisky	Old Professor Whisky	300
		7000 cases = Imperial Blue Whisky	Marlin Whisky	140
		2000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	40
		25000 cases = Celebration Rum	Soldier's Pride Rum	500
11	Maharashtra	150000 cases = Royal Stag Whisky	Old Professor Whisky	3000
		120000 cases = Imperial Blue Whisky	Marlin Whisky	2400
		75000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	1500
		25000 cases = Celebration Rum	Soldier's Pride Rum	500
12		4500 cases = Royal Stag Whisky	Old Professor Whisky	90
		2500 cases = Imperial Blue Whisky	Marlin Whisky	50
		1500 cases = Blender's Pride Whisky	Minister's Reserve Whisky	30
13	Chhattisgarh	40000 cases = Royal Stag Whisky	Old Professor Whisky	800
		20000 cases = Imperial Blue Whisky	Marlin Whisky	400
		5000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	100
14	Orissa	60000 cases = Royal Stag Whisky	Old Professor Whisky	1200
		35000 cases = Imperial Blue Whisky	Marlin Whisky	700
		15000 cases = Blender's Pride Whisky	Minister's Reserve Whisky	300
		100000 cases = Celebration Rum	Soldier's Pride Rum	2000

**Total Projected Volume @ 2 % of existing Industry Sale : 64985**

## HIGHLIGHTS OF LIQUOR BUSINESS

Liquor business is a High Volume Business having turnover minimum of 10,000 crores in a year which is minimum for any state in India and if the KBDL along with the Business Partner/Investor/Equity Holder are able to get **only 1-2 % share** (which is automatically acquired once we start Business), it facilitates good return to the consortium.

**Since our brands will be having only two or three competitors in the same segment at the market so 2 % is the least volume which will be guaranteed and obtained in the existing Vast Liquor Industry without any hassle** or challenge and in case of Good Marketing and Rebates we can go upto maximum of 5% of the Total volume of that Market.

**INVESTOR CAN HAVE THEIR INVESTMENT SECURE and INVESTORS. HAVE AN EDGE WHILE WORKING IN THE CORPORATION MARKETS.**

Out of the total fund, 25% would be used in procurement of dry & wet goods for production and the balance 75% would remain in the escrow account for duty investments. The fund flow would entirely be in the overheads & working capital and not in any capex. Investors can be allotted Equity on Private basis as per the norms of RBI or SEBI against the Money paid to KBDL by them. The consortium can be incorporated with any of the below options as per the Understanding:-

- Directors can put Investment in the Company Account and it can be considered as Loans from Directors and Separate Bank Account can be given to the director for specific business sharing or dedicated area as mutually agreed between the KBDL management and coming Additional Director.
- Equity can be offered in the event of Investment in the company and same Shares can be redeemed or paid with compulsory buy back at an agreed price between the Share Holder and KBDL.
- Debt Investments with Yearly ROI payable quarterly or monthly.
- In the Markets where Liquor Business is operated and controlled by the government, the payments are also paid by the government. In that event the Payment is 100 % secure (for Investor) and timely too as Government is the Buyer and Payee for the Liquor sent in the Government Godown, Our business partner can have the Exclusive Control of the Bank Account which is registered with the government for the Payments of Liquor sent by KBDL thus keeping rights and funds secure of the Investor.
- Distribution and State Partnership Agreements against the Minimum performance by KBDL mutually agreed between upon state to state and Product to Product.

**WITH KBDL, THE INVESTORS HAVE DOUBLE BENEFIT OF JOINT VENTURE ALONG WITH EQUITY INVESTMENT ALONG WITH FEATURES OF DEBT PROPOSAL.**

# SWOT ANALYSIS OF

## Kaya Blenders & Distillers Limited



### Strength

- Nil liabilities.
- Low overheads.
- KBDL is self-brand owner, manufacturer & marketer.
- Team with huge industry/sector experience and expertise.
- Business operations in a sector in India which is the largest industry in the world (400 million cases per annum sales)
- The CAGR growth rate is in excess of 5% in India.
- Money is very safe in this sector as 80% of the businesses are in corporation markets which are govt. owned.
- Ready availability of all raw materials sourced within India and thus no imports are required.
- Production Presence of us is more than six locations to cover Pan india
- Acceptance of brands and their segments in past year
- Past year good volume



### WEAKNESS

Low working capital



### THREATS

No visible threat apart from apathy from some political parties & states.

### Opportunities

- 
- Impact of social media is changing consumer behaviour and adventurism to new brands are increasing reducing monopoly of large companies & MNCs.
  - GDP growth of around 7% of India's economy means more disposable income triggering sales of luxury products and alcohol.
  - Economic growth is also fuelling growth of alcohol sales in the premium and semi-premium categories which contributes a healthy bottom line other than the past when volumes used to come mainly from the regular and cheap segments.
  - EBIDTA margins and ROI are high (at around 50-60%) as inflow of funds or payment rotation cycle is around 30-45 days largely because of corporation based distribution system.
  - Just a mere 0.5% market share means a volume of around 5,00,000 cases per annum which is a good enough volume to deliver handsome top-line & bottom-line in the sector.
  - As production costs are low in India, there is a huge scope of exports.



– **Call us toll free** –

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## Kaya Blenders and Distillers Limited

**Corporate Office:**

**Kaya Blenders and Distillers Limited**

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Phase I, New Delhi-110020

**Factory Address:**

**Bacchus Enterprises Limited**

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