



KAYA SPIRITS

EXCELLENCY IN BLENDING SPIRITS



**DISTRIBUTION
PROPOSAL**

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www.kayaspirits.com



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, distilled 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
Cheif Managing Director
Kaya Blenders & Distillers Limited

KAYA BLENDERS & DISTILLERS LIMITED

Accreditations & Approvals

- ✓ Company is certified as Blender,Bottle & Labeller by the Scotland Govt. HMRC vide Reference No. 20436-30607 dated 17.4.18
- ✓ Company is certified for Scotch whisky 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 having license to sell from Punjab Govt. vide Letter No. DP0103403247462
- ✓ Company is having license to sell from Arunachal Pradesh Govt. vide Registration No. Ex-489/BLR/2016
- ✓ Company is having license to sell from Uttarakhand Govt. vide letter No. 462 Dated June 29,2016
- ✓ Company is having license to sell from Odisha Govt. vide letter No. LA-41/2016-OREDR No. 5147
- ✓ Company is having license to sell from Mizoram Govt. vide letter No. C 18015/19/2016
- ✓ Company is having license to sell from Himachal Pradesh Govt. vide letter No. 7-731/2016-EXN-11314
- ✓ Company is having license to sell from Andhra Pradesh Govt. vide letter No. C.R. No H4/6884/2017/CPE/Ex dated Nov 2017.
- ✓ Company is having license to sell from Maharashtra Govt. vide letter No. ADL/2017-18/007 dated 02-12-2017
- ✓ Company is having license to sell from Goa Govt. vide Letter No :41 dated 27-11-2017
- ✓ Company is having license to sell from Chhattisgarh Govt. vide Registration No. 128/2018 dated 08/10/2017
- ✓ Company is having imported license of beer in Delhi vide letter no. F.NO.L-1F/17/Ex/IMFL/2016-17/1142 Dated 18/09/27
- ✓ Company is having license to sell from Haryana vide Letter No. 5389/X.11, Dated 1/1/2018
- ✓ Company is certified by Telangana Govt. vide letter No. TSBCL/1/2018-2019/ Dated 05-2018
- ✓ Company is certified by Uttar Pradesh Govt. vide letter No. 26020/10-LICENSE-143/FL-2B/MS KAYA BLENDERS/2018-19/SHAHJAHANPUR Dated 12-06-2018
- ✓ Company is having license to sell in Karnataka state.

Our Liquor Products

- ✓ OLD PROFESSOR WHISKY - all sizes
- ✓ ROYAL PATIALA WHISKY - all sizes
- ✓ MINISTER'S RESERVE WHISKY 750 ml - all sizes
- ✓ MARLIN SUPERIOR WHISKY - all sizes
- ✓ OLD PROFESSOR GOLD RESERVE WHISKY - all sizes
- ✓ SOLDIERS PRIDE XXX CLASSIC RUM
- ✓ JACKIES CROWN XXX RUM
- ✓ MARIE LOUSIE BRANDY
- ✓ HABSBERG'S LINEAGE BRANDY
- ✓ BLUE WHALE VODKA
- ✓ BHETKI BEER
- ✓ MAGNUM PREMIUM BEER
- ✓ SOLDIER WHEAT/ STRONG BEER
- ✓ THUNDER 15000 BEER
- ✓ CHABACHHU BEER



Our Production Presence throughout India



Our Product / Licence Presence throughout India





ROLE OF BUSINESS PARTNER

Excise Work

For every sale there will be Permits from Excise . Regional Partner will do all correspondence for day to day activities and lessoning required at excise office for Issuance permits , release of Payments by Excise and any other government correspondence required at that area . Company will provide the Power of attorney for regional government correspondence.

Payments

All Payments collections follow-up will be done by Business Partner , Companies employees will visit to Track and collect payments and this whole process of collection , depositing and following up of payments will be tracked by Business Partner. Giving credit after checking the credentials of the Purchaser will be under the profile of Business Partner.

Operations

Daily Marketing Teams follow-ups , Planning following day visits and scrutinizing previous day of Marketing visit will be done by the Business Partner . Daily planning for visit and strict follow up of team will be done on daily basis by regional Office

EXCELLENT BUSINESS OPPORTUNITY

Order For Supply & Logistcis

Order for Supply for requirements of brands as per permits received by the L1 or wholesale or retail shops under Corporation will be supervised by the Business Partner. Business Partner will Send the OFS every week for supply to his area and same Material will be sent by the Company after bottling to Zone of Business Partner

Investment

Mutual Agreed Investment will be put by Business Partner . Which will vary as per the Corporation Model or Open Civil Model of Liquor..

Highlights for Distribution Proposal

- ✓ 150-250 Per Carton fixed Margin to the Business Partner as per approved value per carton.
- ✓ All Label , License Cost , Salaries of Staff , Marketing & Promotion Expenses , Godown Expenses and Market Rebated will be Borne by the COMPANY(KAYA BLENDERS & DISTILLERS LIMITED)
- ✓ ALL Payments will be coming in the Account of Kaya Blenders and Distillers Limited whom rights will be given to Business Partner to operate / deposit / withdraw from the Account
- ✓ Thus Business Partner Investment is safe as all Stock Payments including Excise will be coming to the Bank Account handled by State Business Partner and State Excise and operations Power of Attorney will be given to Business Partner.
- ✓ No risk to Business Partner for operational Expenses as all expenses are on Company Side
- ✓ **UNLIKE** Liquor retail shops **NO** Money is wasted on License fees every Year . All deposits towards company are advance for stock only. All labels and license fees is to be Paid by Company every year.
- ✓ Business Partner need not to take any license or registration for business . Licenses of Kaya Blenders and Distillers Ltd will apply for all execution.
- ✓ Market Credit at Company's Responsibility giving zero risks for Investments by Investor



Our Brands & Portfolio

Kaya Spirits is developing as a trusted brand name in the world of those who fancy themselves and drink and are looking for versatility when it comes to liquor. The company has a wide range of premium products. The portfolio of brands is very impressive. Ranging from 700 EDP to 4500 EDP, Kaya has a complete portfolio unlike many other companies operating in the liquor sector. With its wide range of liquor brands, it is becoming the ideal choice for people.



OLD PROFESSOR WHISKY

AVAILABLE IN 750ML | 375ML | 180ML



MARLIN BLUE WHISKY

AVAILABLE IN 750ML | 375ML | 180ML



ROYAL PATIALA WHISKY

AVAILABLE IN 750ML | 375ML | 180ML



MINISTER'S RESERVE WHISKY

AVAILABLE IN 750ML | 375ML | 180ML



OLD PROFESSOR GOLD RESERVE WHISKY

AVAILABLE IN 750ML | 375ML | 180ML



SOLDERS PRIDE XXX CLASSIC RUM

AVAILABLE IN 750ML | 375ML | 180ML



JACKIES CROWN XXX RUM

AVAILABLE IN 750ML | 375ML | 180ML



MARIE LOUISE BRANDY

AVAILABLE IN 750ML | 375ML | 180ML



HABSBURG'S BRANDY

AVAILABLE IN 750ML | 375ML | 180ML



COCONUT & PINEAPPLE FLAVOUR

BLUE WHALE VODKA

AVAILABLE IN 750ML



THUNDER 15000 BEER

AVAILABLE IN 650ML



CHABACHHU BEER

AVAILABLE IN 650ML



SOLDIER BEER

AVAILABLE IN WHEAT : 500ML | STRONG : 330 ML



MAGNUM PREMIUM BEER

AVAILABLE IN 500ML CAN | 330 ML BOTTLE

Different Modus Operandi For Corporation/distribution/open/export Markets

Sr No	PROCESS	FOR GOVERNMENT CORPORATION MARKETS	FOR OPEN/L1/CIVIL MARKET/PRIVATE WHOLESALERS	FOR EXPORTS TO INTERNATIONAL MARKETS
1	HOW THE DISTRIBUTION WORKS	Company will send all stocks to the Government Godown . Each state having corporation Markets have their government godowns for different zones in State	Company will Send Stock to Either Company's Own godown or L1 Licensees i.e Wholesaler Godown . depends upon the state Excise	Stock is Sent to Departing PORT with Irrevocable Letter of Credit from the Buyer
2	SENDING OF STOCK	Our Market team will Identify which Depot of corporation is to be sent material first keeping in view the sale point	Depends upon the Wholesaler who has asked us for our Brands supply	As per order generated from the International Market.
3	ISSUEANCE OF PERMITS BY EXCISE	Here Company has to Deposit Full Excise Amount +Vat + Import duties and other taxes to Government before getting Permits to send material to state government.Normally this amount will be 300-400 % of the EDP	Here L 1 or Wholesaler will issue the Permits to Company for Stock Requirement .	No Advance Permit required . Material is dispatched to Shipping/logistic agency
4	LANDING AND STORAGE OF STOCK	Government Premises or Government Godown and will be releases only after getting order for supply form retail shops	L 1 premises or Wholesaler premises . Will be send to either his own retail shops or to other shops	N.A
5	INCOMING PAYMENTS PROCESS	Government will Pay . Money is secure . payment is paid as soon as stock is lifted from the corporation.	L1 or wholesaler will Pay. normally there is trend of 2-3 months credit	100 % Advance Letter of credit from Importer or buyer in international location
6	MANAGING PRIMARY AND SECONDARY SALES	In primary sales we need only to send the material to government . In Secondary sales we need to Market retail shops to offer them Good rebates and promotion to get our stock sold	We have to Market L 1 and Wholesalers and get orders from them for Primary sales or placement and after the stock is sent by them to shops from their godowns we have to market retail shops as well with rebates and discounts	N.A
7	REBATES AND DISCOUNTS TO SELLERS	Here the rebates are paid to only retailers	Here Rebate is paid to Wholesaler also and to retailer also	No rebates . Full and final price is sent.

Glimpses of few Accomplishments



Kaya Blenders & Distillers Limited Awarded with International Excellence award for Quality manufacturing in Spirits



Mr Karun Kaura being honoured with Dr. APJ Abdul Kalam Excellence Award



Global Achievers Award Presented To Mr. Karun Kaura at Dubai, UAE



CMD Karun Kaura awarded with Asia Pacific Excellence Award at Kathmandu, Nepal



Felicitation at the "Image North India Retail Awards" to Mr. Karun Kaura on the evening of 20th December 2018



CMD Kaya Spirits Felcitated with Bharat Jyoti Award



▲ Cover Story in leading Liquor Magazine : SPIRITZ



▲ Hindustan Times Publishing



▲ Times of India Publishing

Awards & Recognitions



Global Achievers Award



Spiritz Magazine Award



Dr. APJ Abdul Kalam Excellence Award



Asia Pacific Excellence Award



Certificate of Excellence "International Excellence Award"



Dr. APJ Abdul Kalam Excellence Award



Pride of India Award



Certificate of Distributors



Certificate of Excellence Award



Bharat Jyoti Award



Global Achiever Award



Bharat Jyoti Award

EXCELLENCY

IN BLENDING

www.kayaspirits.com

Spirits



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For all distribution enquires

78888-97052 OR TOLL FREE NUMBER **1800-270-3010**

Kaya Blenders & Distillers Limited

DLF Prime Towers, 512,
5th Floor, Okhla I, Okhla Industrial Area, New Delhi,
Delhi 110020



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