



NV Group of Companies

Group Profile

Contents

- Industry Outlook
- Members of NV Group of companies
- Group's Philosophy
- Group's Background
- Management Personnel
- Tie-up/ Technical Collaboration
- Brand Portfolio
- Brands of Tie up companies
- New Projects
- Diversification
- Distribution Network
- Finance

Industry Outlook:

India is one of the fastest growing alcohol markets in the world. Rapid increase in urban population, sizable middle class population with rising spending power, and a sound economy are certain significant reasons behind increase in consumption of alcohol in India.

Indian Alcohol Consumption - The Changing Behavior provides a comprehensive analysis of the market size of alcohol industry on the basis of type of products, consumption in different states, retail channel and imported and domestic. The Indian alcohol industry is segmented into IMFL (Indian made foreign liquor), IMIL (Indian Made Indian liquor), Wine, Beer and imported alcohol. Imported alcohol has a meager share of around 0.8% in the Indian market. The heavy import duty and taxes levied raise the price of imported alcohol to a large extent. Alcohol is exempted from the taxation scheme of GST.

The Indian alcohol market is growing at a CAGR of 8.8% and it is expected to reach 16.8 Billion liters of consumption by the year 2022. The popularity of wine and vodka is increasing at a remarkable CAGR of 21.8% and 22.8% respectively. India is the largest consumer of whiskey in the world and it constitutes about 60% of the IMFL market.

Though India is one of the largest consumers of alcohol in the world owing to its huge population, the per capita alcohol consumption of India is very low as compared to the Western countries. The per capita consumption of alcohol per week for the year



NV Group of Companies

2016 was estimated at 147.3 ml and it is expected to grow at a CAGR of 7.5% to 227.1 ml according to our estimates.

The states of Punjab, Haryana, Andhra Pradesh, Telangana, Kerala, and Karnataka are amongst the largest consumers of alcohol in India. The most popular channel of alcohol sale in India is liquor stores as alcohol consumption is primarily an outdoor activity and supermarkets and malls are present only in the tier I and tier II cities of India.

The trends and pattern of alcohol consumption are changing in the country. With the increasing acceptance of women consuming alcohol, growing popularity of wine and high demand for expensive liquor, the market scenario seems to be very optimistic in the near future.



NV Group of Companies

Members:

- NV Distilleries & Breweries Private Limited
- NV Distilleries Private Limited
- NV International Private Limited
- Radico NV Distilleries (Maharashtra) Limited
- Gemini Distilleries (Goa) Private Limited

Group's Philosophy

Value for Money to consumers' Satisfaction

Quality in Volume operations

Consumer friendly, efficient delivery mechanism



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Management Personnel

Dr. Ashok Jain	Chairman
Mr. Sameer Goyal	Managing Director
Mr. Varun Jain	Director – Sales & Marketing
Ms. Neha Gupta	Director - HR, Admin & Commercial
Mr. Pankaj Garg	Director
Mr. Rakesh Kumar	Director
Mr. Bharat Bhushan Bhardwaj	Head - Finance
Mr. Gaurav Garg	GM – Finance & Accounts
Mr. Aman Kumar Jain	Vice President – Finance & Accounts
Mr. Salig Ram Chauhan	Sr. Vice President – Commercial
Mr. Amit Swing	Vice President – Finance & Accounts
Mr. Narendra Bahadur Singh	Sr. Vice President – Manufacturing
Mr. Sanjay Rath	Sr. Vice President – Manufacturing



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Dr. Ashok Jain, Chairman

Dr. Jain controls NV GROUP; has rich experience of over 45 years in Liquor Industry, spearheading the organization and is responsible for the overall performance of the Group. He is actively involved in various social activities. He is Chartered Trustee of prestigious Rotary Public School situated in Gurgaon, Haryana. He is also the Member and Ex- President of Rotary Club of Gurgaon. Due to his contributions in social programs of Rotary Foundation, Rotary International had honored him with the title of 'PAUL HARRIS FELLOW'. Dr. Jain has been conferred Honorary Doctorate of Philosophy in Entrepreneurship by Beyt Nahrin Mesopotamian Academy of Arts and Sciences, Turkey in April 2021.

Mr. Sameer Goyal, Managing Director

He is by profession a Chartered Accountant and Law Graduate with over 35 years of rich exposure and experience; looks after the entire financial and operational activities of the Company.

Mr. Varun Jain, Director- Sales & Marketing

He is a Business Graduate from Cardiff University (Wales) U.K. He is very actively engaged in total liquor business of the company. He worked initially with Bacardi Martini (India) Pvt. Ltd. to gain in depth knowledge and experience of the Liquor trade on PAN India basis. His specialization is in Development of new brands and successfully establishing the market through his innovative skills.

Ms. Neha Gupta, Director - HR, Admin & Commercial

She is MBA from Cardiff University (Wales) U.K., She is Director HR and Administration.



NV Group of Companies

Mr. Pankaj Garg, Director

Mr. Pankaj Garg is BSC in (PCM) from Agra University and has been associated with us 1999. Before joining us he has worked with Barmalt India Limited, Vintage Distillery Limited and Chandigarh Distillers And Bottlers Private Limited. He is bottling head and is responsible for all the bottling operations at the plant as well as with tie-up units. Mr. Pankaj Garg carries with him 33 years of experience of managing the bottling operations.

Mr. Rakesh Kumar, Director

Mr. Rakesh Kumar is a Graduate in Commerce from Delhi University.

He started his career with Cristal Credits Corporation Limited and joined us in year 2000. He is responsible for all sales and marketing operations of the company related with Delhi State. He carries the experience of over 31 years of managing Sales and Marketing Operations

Mr. Bharat Bhushan Bhardwaj - Head - Finance

Mr. Bharat Bhushan Bhardwaj is Head Finance in NV Group. He has done CA from The Institute of Chartered Accountants of India and B.Com from Ram Lal Anand College, Delhi University. He has got 12 Years of rich experience in the manufacturing industry. He started his career with O.P. Bagla & Co. Then he worked with Meh India Overseas Pvt. Ltd., Moser Baer India Ltd. and Indian Synthetic Rubber Private Limited. His last stint was with Devyani International Limited where he worked as DGM - Finance.

Mr. Gaurav Garg - GM – Finance & Accounts

Mr. Gaurav Garg is the GM – Finance & Accounts in NV Group. He has done CA from The Institute of Chartered Accountants of India & Diploma in IFRS from ACCA UK. He has got 14 Years of rich experience in Finance & Accounts. He started his career with KPMG – BSR & Co. LLP. Thereafter he worked with Keysight Technologies, Devyani International, CP wholesale (Lots Brand). His last stint was with Emaar India Ltd where he worked as DGM Finance.



NV Group of Companies

Mr. Aman Kumar Jain - Vice President – Finance & Accounts

Mr. Aman Kumar Jain is Vice President – Finance & Accounts. He has done CA Intermediate in 1987, having total years of working experience around 35 years. He has been working with NV Group since 11.04.2008.

Mr. Salig Ram Chauhan - Sr. Vice President - Commercial

Mr. Salig Ram, an MBA from Uttarakhand Technical University and Diploma in material management from National Institute of Labour Education & Management, Madras(Chennai). He worked for Pilot Industries Ltd., MS Jagatjit Group of Industries Ltd., NV Group of Company ,Surya Pharmaceutical Ltd., Parabolic Drugs Group of Industries Ltd. Lakshmi Group of IND.OEM Global/Allena Auto, ABC Paper/Ruchira Papers Ltd./Siddartha Spanning Mill and Kansal Group of Industries Ltd.

Mr. Amit Swing - Vice President – Finance & Accounts

Mr. Amit Swing is Vice President – Finance & Accounts in NV Group. He has done Masters in Finance & Control (M.F.C.) in 2003, having total years of working experience around 20 years. He has been working with NV Group since 01.08.2007.

Mr. Narendra Bahadur Singh - Sr. Vice President - Manufacturing

Mr. Narendra Bahadur Singh is Sr. Vice President (Manufacturing) in NV Group. He has done B Sc. From Pt. Ravi Shankar Shukla University, Raipur & DIFAT from VSI Pune. He has worked for M/s Kedia Distillery Pvt. Ltd., M/s Chhattisgarh Distillery Pvt. Ltd., M/s Welcome Distillery Pvt. Ltd., M/s Bihar Distillers & Bottlers Pvt. Ltd., M/s Globus Spirits Ltd., M/s Veda Bio Fuel Ltd. and AVJ Agrico Pvt. Ltd.



NV Group of Companies

Mr. Sanjay Rathi - Sr. Vice President – Manufacturing

Mr. Sanjay Rathi is Sr. Vice President - Manufacturing in NV Group. He is having B.Sc from CCS University, Meerut & PG Diploma in IFAT from VSI Pune. Mr. Sanjay has got 26 Years of rich experience in Plant operations (Project, Production & Technical). He started his career with Rampur Distillery. Thereafter, he worked with Shamli Distillery & Chemical, M.J. & Sons Distilleries, Agri biotech Industries, Oasis Commercial Pvt. Ltd. and Ankur Biochem Pvt Ltd. His last stint was with Boudh Distillery Pvt Ltd. Where he was working as unit head.



NV Group of Companies

Human Resource

NV Group employs over 700 hard core experienced personnel in order to excel in the competitive environment of Alcoholic Beverages Industry of India.

Background

NV, a name that connotes quality, is a 30 years old Group. In this short span, we have carved a distinct niche for ourselves with a range of products that can easily qualify as the best in terms of blend and packaging.

We have slowly emerged as a company adopting stringent quality control measures, adoption of internationally proven technology and manufacturers of superior distilled spirits. We are in fact one of the very few companies who have the infra structure to manufacture RTD's in India.

The Flagship Company of the group is M/s. NV Distilleries & Breweries Private Limited. The Company was established in 1994.

Group is having manufacturing facilities in the State of Punjab, Haryana, Maharashtra, and Goa.

The Group has shown steady and constant growth in terms of value and volume in sales since 1994,

The Group follows compliance of International Standards in operations, possesses Latest ***State of the Art Technology*** with Fully Automated and Semi Automatic Machines.



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Tie-Up/Technical collaboration

- Pernod Ricard India Private Limited
- Bacardi Martini India Limited
- Radico Khaitan Limited
- Geoscope Exim Pvt. Ltd.
- Edrington Kyndal India Pvt. Ltd,
- Bols Kyndal India Pvt. Ltd.
- United Spirits Ltd.



NV Group of Companies

Brand Portfolio

- Smoke Vodka
- NV's Royal Envy Exclusive Premium Whisky
- Discovery Elite Whisky
- Party Special Blu Premium Whisky
- Party Special Platinum Whisky
- Party Special Rare Whisky
- Blue Moon Premium Vodka
- Blue Moon L'Orange Vodka
- Blue Moon Green Apple Vodka
- Blue Moon Extra Dry Gin
- Blue Moon Duet Gin 'n' Lime
- Crazy Romeo Whisky
- Crazy Romeo Rum
- Crazy Romeo Gin
- Besto Whisky
- Besto XXX Rum
- Besto Gin
- Moja matured XXX Rum

Brands of Tie- Up Companies

- 100 Pipers Scotch Whisky
- Blenders' Pride Premium Whisky
- Royal stag Rare Whisky
- Imperial Blue Whisky
- Bacardi Breezer
- Bacardi Rum
- Bacardi Plus
- Hobsons XR
- Clovis XO
- Bootz Brandy
- Bootz Dark Jamaican Rum
- Bols Brandy
- R C Extra Bold
- LE ROI XS
- LE ROI BLACK
- WASSUP TRENDY VODKA
- CUTTY SARK SCOTCH WHISKY



NV Group of Companies

Distribution Network

NV Group possesses well managed effective distribution Network/ channel for distribution of Liquor. In Haryana and Punjab, the Group has whole network of wholesale licenses where the Country Liquor is transferred from the plants. The material is then supplied to retail licensees against the excise paid permits received from them. IMFL products are dispatched directly from bonded warehouses at plants to retail licensees in the States of Punjab, Haryana, UP, Uttarakhand, Maharashtra and Goa against the excise paid permits received from them. In Delhi, Chhatisgarh and Andhra Pradesh the goods are supplied to State Corporations as the retail sales are managed by State Govt. through these corporations.

Wholesale Distribution

NV Group is considered best among the Distributors of Liquor & Wines in Delhi, has a turnover of around 2.8 Million cases per annum of Indian Made Foreign Liquor, Wine, and Champagnes in the National Capital Territory of Delhi and possesses an infrastructure to handle 8 Million cases per annum. Group is wholesale distributor in Delhi for its own products and for Pernod Ricard India Private Limited.

Product, Marketing and Brand Building

NV is one of the largest Grain Spirit Distillers in the country and has added an impressive alcoholic beverages bouquet in the portfolio during last 30 years of its existence. NV has become an identity to reckon with, presenting the finest blends that are irresistibly smooth and high quality.

A leading producer of RTD's and distilled spirits in the country, NV Group has adhered to stringent Quality control measures having adopted state of the art infrastructure and technology. Collaborations with conglomerates like Pernod Ricard India Private Limited



NV Group of Companies

and Bacardi Martini India Limited have strengthened NV Group's effort to bring out the premium quality of distilled spirits. Today the Group has 7 state-of-art distilleries/bottling plants with production capacity of more than three lakh liters of grain/molasses based Extra Neutral Alcohol.

In a short span of time, NV Group has been able to make the transition from just being a manufacturer of Extra Neutral Alcohol to being a company with a portfolio of highly successful brands.

The company's understanding of market demands and the ability to satisfy consumer needs has been responsible for this transition. Superior quality, a wide range of products, innovative packaging, pricing to suit all pockets, a robust distribution network that covers the maximum number of retail points, clubs and bars in the available markets, effective advertising, and popular events and promotions are the factors behind NV Distilleries winning marketing mix.

Our Vision is to establish a PAN India presence in all the relevant categories of premium liquor and also get into the Global Alcohol Market. We have our footprints majorly in the North and West part of India and we are planning to open East and South Markets as well in near future.

We have been able to mark our prints with like Ghana, Nigeria, Kenya, Namibia, Bahrain etc. and we also have plans to enter high volume premium markets like USA, UAE and Europe.

Our brands have been able to make a significant mark in their respective segments, the latest feather in the cap is Smoke Vodka, an ultra – premium Vodka, which is made of Single Grain Rice undergoes a 5 Times Distillation Process and is twice charcoal filtered. The recipe is inspired from Polish recipes with the best of ingredients used, the liquid is passed through Copper stills giving a very smooth and silky finish to the



NV Group of Companies

product. Not just the blend, the packaging of the product is the ultimate game changer in the segment. It's a Vodka that showcases a highly innovative mindset, a craft oriented approach and most importantly a modern perspective to the world of Indian Spirits. We are the first one in the country to introduce an Aniseed flavoured Vodka.

It has only been three months that we have launched this product and we have received a very encouraging response.

Our other products in the bouquet are an illustration of great quality and super premium packaging. Royal Envy Exclusive Premium Whisky is a luxury whisky made from matured and mellowed imported scotch malts and pure Indian grain spirits.

Royal Envy's captivating nuances come from the choicest composition of the blend, giving it a smoky aroma and a smooth taste of pure royal lifestyle. Royal Envy is a proud Indian Whisky competing in the Regular Scotch Segment. It has received two awards for the best packaging in the Spiritz Awards 2018.

Discovery Elite Whisky is class apart product that has been distilled to perfection with blend of Imported Scotch Malts and select Indian Grain Spirits. Its high quality blend is giving great competition to the market leaders in the premium Whisky Segment in India.

Blue Moon Premium Extra Dry Gin is its adherence to the unique processes that makes it best in its class. Our uncompromising approach to quality and a fresh and clean flavours makes the perfect exceptional drinks with this gin. The selected Indian grain spirit is blended with different botanical extracts which are centred on the juniper berries giving it the right taste and the texture.

Blue Moon Vodka is triple distilled, made from handpicked grains, is charcoal filtered for extravagant smoothness and crystalline clarity, cultivating a blue-blooded tradition of taste. It's a Vodka in the regular segment with high quality blend and elite taste.



NV Group of Companies

Our Millionaire brand in the premium whisky segment Party Special have earned their place with the highest market share in their segments in Delhi. A Unique blend of grain, matured malts and imported scotch spirits which creates an exclusive whisky that has a distinct aroma and taste has given it the praise and the customer loyalty.

As India being a dark market when it comes to Alcohol Marketing, we have developed brand surrogates to promote our brands, for Smoke Vodka we have two brand surrogates - Smoke Wear, a clothing line which is genderless streetwear that promotes equality and tolerance.

Smoke Water- Packaged Spring Water in an aluminum can to avoid the use of single use plastic.

We have developed Premium Playing Cards for Royal Envy Exclusive Premium Whisky and Discovery Adventure Sports to amplify the reach of the brand amongst the users.

We have a very aggressive marketing plan in place to boost the sales in the existing markets and also increase our width of distribution in 5 more states in India and opening up new markets like US and Europe in the near future. Deploy necessary resources on ground to ensure brand expansion and rotation. We just don't want to push sales but create a pull for our markets. Bring in celebrities and collaborate with International stars to represent and promote our product internationally and in the Domestic market as well. We are planning to launch products in the premium segment and are very ambitious to make a mark in the international market as well. In today's world of smartphones and social media, we are very aggressively promoting on Social Media handles like Instagram, Facebook and WhatsApp etc. as well.

Our aim is to create a valuable customer experience, consistent with the company's brand assurance. Customer Satisfaction is our premier objective. To attain that we have a zero-compromise quality compliance across all our plants and all other verticals. Our



NV Group of Companies

emphasis is not only on the volumes but on the strict quality control. NV Group considers people and products as its biggest assets. The company's agenda is focused on progressive human resource management policies, creating an inclusive work culture, building a robust and diverse talent pipeline and driving greater employee engagement. This is aimed at standardizing, maintaining agility, transparency, and fairness in all of the company's initiatives.

Seasonality

Although, our products are sold throughout the year, the demand varies with the season. The sales are lean during summers and during winters the sales normally increase by 15-20%.

Finance

NV Group enjoys excellent reputation with the bankers dealing with the group. NV Group relies on their bankers to finance the amount required for the projects. The Main bankers of the Group are:

1. State Bank of India
2. Punjab & Sind Bank
3. Indian Bank
4. Bank of Maharashtra
5. Indian Overseas Bank



NV Group of Companies

Financials of Group Companies

1. NV Distilleries & Breweries Private Limited:

The Flagship Company of NV Group of Companies is M/s. NV Distilleries & Breweries Private Limited (NVDBPL). This Company came into existence in the year 1994. The promoters of the company are Shri Ashok Jain and Shri Sameer Goyal. The company's project to produce Extra Neutral Alcohol (144 KL per Day), Indian Made Foreign liquor (50 lac cases per annum), Country Liquor (50 lac cases per annum) and Power (11 MW) at Patiala is operational since August, 2012. Later on Company added in the year 2013 the Pet Bottle manufacturing facility as a step towards backward integration which enabled the Company to reduce the packaging Cost. Company is also having long term arrangement for sale of Co2 generated in the process with Punjab Fusion Pvt Ltd.

From financial point of view the Main Group Company has shown Steady and Constant Growth in the Sales. For Power, Company has entered in to Long term PPA of 20 years with Punjab state Power Corporation Ltd. To utilize the waste generated in the process Company had added additional equipment's to make the same easily salable and generate good revenue for the company. The Company had net turnover of Rs. 623 crore in 2023-24.

2. NV Distilleries Private Limited:

The NV group has set up a grain based distillery at Badhouli, Distt. Narayangarh, Ambala, Haryana in the name of NV Distilleries Private Ltd. (NVDPL) for manufacturing of Alcoholic Spirit i.e. Extra Neutral Alcohol. The distillery is having production facilities for manufacturing of Extra Neutral Alcohol of 75 KI per day, Country Liquor (CL), Indian Made Foreign Liquor (IMFL) for a capacity of about 50 lac Cases per annum and 30 lac Cases per annum respectively. The company has commenced its commercial operations for IMFL and Country



NV Group of Companies

Liquor since April, 2008 and the production of ENA has started from November, 2008. The Company had net turnover of Rs. 457 crore in 2023-24.

3. NV International Private Limited:

The Group has set up one more grain based distillery at Badhouli, Distt. Narayangarh, Ambala, Haryana in the name of NV International Private Ltd. (NVIPL) for manufacturing of Alcoholic Spirit i.e. Extra Neutral Alcohol & Country Liquor. The distillery is having production facilities for manufacture of ENA of 60 KL per day and Country Liquor (CL) for a capacity of about 50 lac cases per annum. The company has commenced its commercial operations for Country Liquor since July 2014 and the production of ENA has started from October, 2014. The Company had net turnover of Rs. 205 crore in 2023-24.

4. Radico NV Distilleries (Maharashtra) Limited.

NV Group has joined hands with Radico Khaitan Ltd. (RKL) to establish a distillery for the manufacture of Extra Neutral Alcohol (ENA) and Indian Made Foreign Liquor (IMFL) at Aurangabad, Maharashtra. The NV group is having 32% stake in the project. The proposed distillery, with molasses as feed stock, will have distillation capacity of 120 Kilo Litres per day (KLPD). The Company also has 40 KL per day capacity of producing ENA from Grain. The project has commenced their operations from December 2008. The Company had gross turnover of Rs.700 crore in 2023-24.

5. Gemini Distilleries (Goa) Pvt. Ltd.

NV group entered in to Joint venture with HRB group of Bangalore in 2002 for the manufacture of Ready to Drink (RTD) for Bacardi India in the name of Gemini Distilleries (Goa) Pvt. Ltd. in the state of Goa. Present capacity of the company is



NV Group of Companies

to produce 18 Lac cases per annum. Company is into the bottling of Indian Made Foreign Liquor and Ready to Drink Beverages (RTD). The Company had gross turnover of Rs.5 crore in 2023-24.

















View Distillation & Evaporation Plant









