



End To End Liquor Distribution SerVices

With Rigorous Financial Discipline we
Build Brands with a focus on Revenue Growth

Our Services

DISTRIBUTION

Our team is here to help you at every step of your alcohol distribution and go-to-market strategy.

SUPPLY CHAIN

With years of on-ground experience in the business, we can help you evolve as a trustworthy brand and scale up through standardisation.

REGULATIONS

With our regulatory affairs consulting services we will support you through planning, submission, and post-submission approval.

LICENSING

Assisting you through all the requisites associated with liquor licensing and policies.

LOGISTICS

With our streamlined process, accurate and up-to-date information, we ensure your logistics run smoothly and cost-effectively.



Our Core Values

- QUALITY

We provide our customers with the highest standard of quality and service.

- ENTREPRENEURSHIP

Think like a shareholder: passion and open-mindedness are key CUSTOMER FOCUS

We strive to understand and meet our customers' and consumers' needs.

- INTEGRITY

We consistently and transparently practice high ethical standards in everything we do.



Our Goals

- **BUILD ARTFULLY**

With a passion for the sales and distribution of premium wines, exquisite beers, and Spirits.

- **BUILD CLEVERLY**

With innovation and marketing skills to help grow the business of our partners.

- **BUILD RESPONSIBLY**

By caring for the people and communities where we live and work.



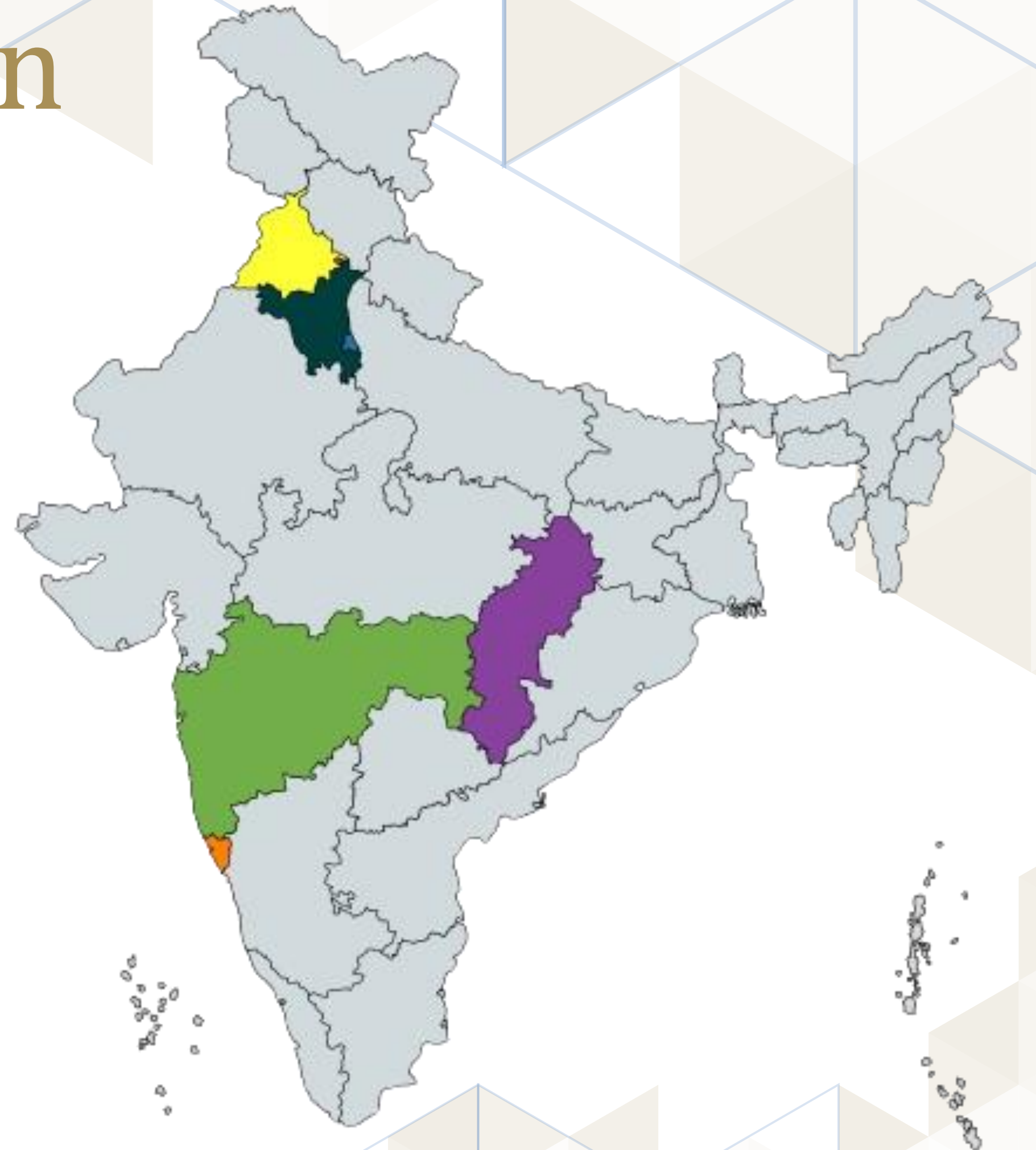
What we can do for your Business?

- DISTRIBUTION
- Event & Sponsorship Facilitation
- Brands & Label Launches
- Importing Labels
- Retail
Networking



Our Distribution Network

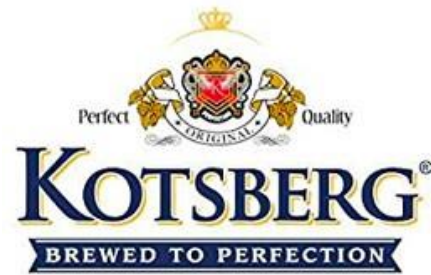
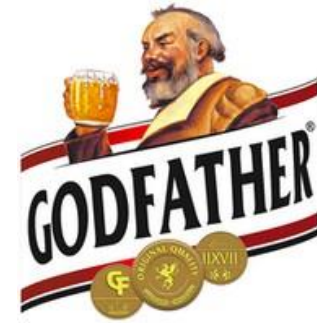
- HARYANA
- CHANDIGARH
- GOA
- MAHARASHTRA
- DELHI
- PUNJAB
- CHHATTISGARH





OUR PARTNER BRANDS:

HARYANA



RAMPUR



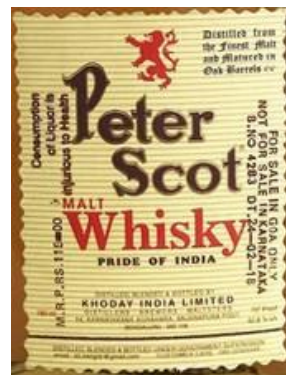
LONE WOLF



TREK

STUBBS

GLENMORANGIE SINGLE MALT SCOTCH WHISKY





OUR PARTNER BRANDS:

HARYANA





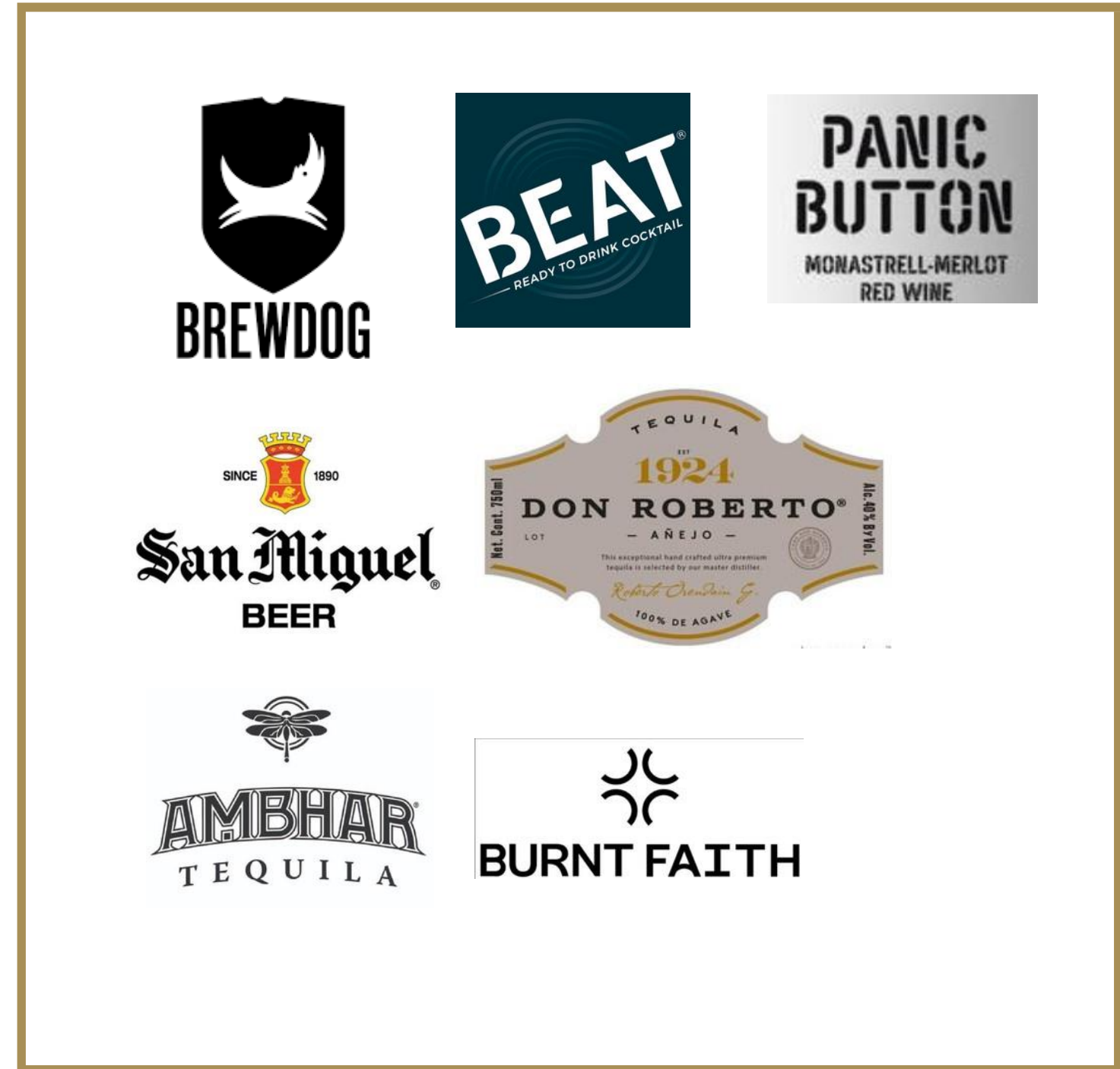
OUR PARTNER BRANDS:

GOA



OUR PARTNER BRANDS:

DELHI





OUR PARTNER BRANDS:

PUNJAB



OUR PARTNER BRANDS:

CHANDIGARH





OUR PARTNER BRANDS:

CHHATISGARH



BREWDOG



Evolution of the Wine & Spirits Supply Chain

SKU PROLIFERATION

The Wine & Spirits Industry is dynamic, primarily because of changes in consumer demands. This causes Tier 2 suppliers, just like us, to increase their SKUs making storage and order fulfillment more complex.

To overcome these challenges, many warehouse operators are implementing better technology such as automated storage and retrieval systems.



Evolution of the Wine & Spirits Supply Chain

FORECASTING

The implementation of new technologies has allowed wineries, distilleries, and breweries to use robust forecasting tools to set production schedules. Although a critical function, it allows producers to plan multiple years to allow for aging and help producers understand upcoming market attributes and changes in consumer patterns.

A better understanding of the market allows producers to reduce on-hand inventory costs for slow-moving inventory, making more room for profits for the wine & spirits manufacturers as well as distributors.



Evolution of the Wine & Spirits Supply Chain

REGULATIONS & CUSTOMS

The effort to balance the growing complexities of importing goods in India has evolved to be more hassle-free in the current scenario. There has also been significant development in obtaining license clearances from different states with distinct regulations.

These developments have helped expedite the delivery process, getting inventory on the sale rack faster allowing companies to achieve their sales targets more efficiently.

The companies can now concentrate on their core operations of production, sales, and marketing.



Evolution of the Wine & Spirits Supply Chain

DISTRIBUTIONS & NETWORKS

As a Wine & Spirits Distributor, we are working towards consolidating our distribution facilities through practices such as cross docking, allowing high-velocity inventory flow through.

Centralized distribution facilities offer high levels of specialization, inventory pooling, and store placement facilities reducing handling and storage costs.

Larger distribution networks also provide a larger width for distribution for brands to easily roll on to, creating brighter results for their sales vision.



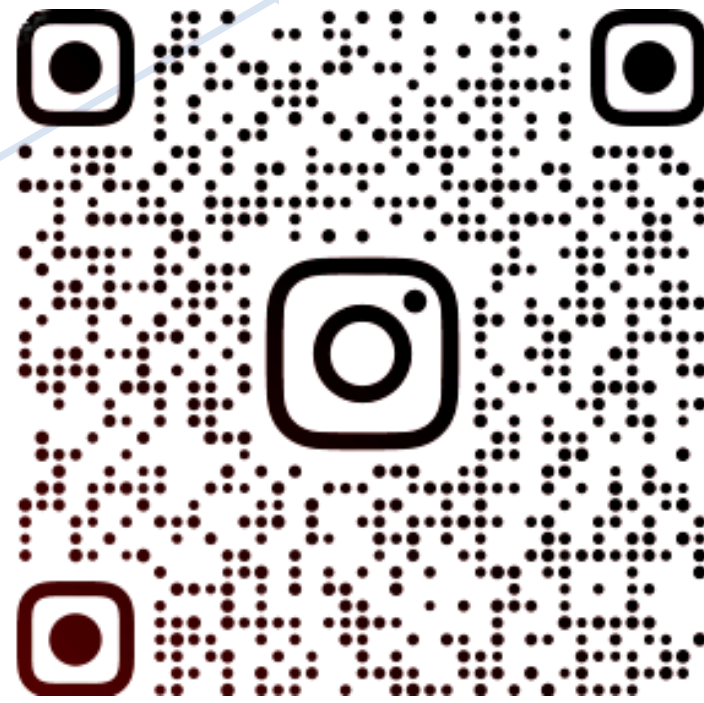
Evolution of the Wine & Spirits Supply Chain

TECHNOLOGY IMPLEMENTATION

The transition from hefty paperwork to automated warehouse and management software in the Wine & Spirits Production Industry has given much room for cost savings.

The surge in these NLS implementations has also been driven by significant improvements made by those who are willing to make a change.





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