



Globus Spirits

## ENabling Excellence

Globus Spirits Limited  
2012-13 Annual Report





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# Corporate Information

**CHAIRMAN**

Mr. Gautam Premnath Khandelwal  
(Non Executive & Independent Director)

**MANAGING DIRECTOR**

Mr. Ajay K. Swarup

**EXECUTIVE DIRECTORS**

Mr. Shekhar Swarup  
Mr. Manik Lal Dutta  
Dr. Bhaskar Roy (Executive Director & CFO)

**WHOLETIME DIRECTORS & OCCUPIER**

Mr. Rajesh Kumar Malik  
Mr. Rameshwar Dayal Aggarwal

**NON-EXECUTIVE & INDEPENDENT DIRECTORS**

Mr. Joginder Singh Dhamija  
Mr. Santosh Kumar Bishwal  
Mr. Rajesh Sehgal  
Mr. Vivek Gupta  
Mr. Kunal Agarwal

**Auditors:**

M/s B.M. Chatrath & Co.  
Chartered Accountants,  
A-78, IInd Floor, Sector-4, NOIDA-201301 (U.P.)

**Bankers:**

State Bank of India  
HDFC Bank Ltd.  
The Hongkong and Shanghai Banking Corporation Limited

**Registered office:**

A-46, Friends Colony (East), New Delhi - 110065

**Corporate office:**

F-0, Ground Floor, The Mira Corporate Suites, Plot No.1&2,  
Ishwar Nagar, Mathura Road, New Delhi-110065

**Registrar & Share Transfer Agents:**

Link Intime India Private Limited  
44, Community Centre, 2nd Floor, Naraina Industrial Area, Phase-I,  
Near PVR Naraina, New Delhi-110028

**Stock Exchanges where the Company is listed:**

- 1) Bombay Stock Exchange
- 2) National Stock Exchange

**Website:**

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













# ENAbling Excellence

Through our commitment to performance we have been

**ENAbling Product excellence** by producing and using highest quality of “ENA” or Extra Neutral Alcohol

**ENAbling Marketing excellence** by pioneering branding at the bottom of the pyramid ‘IMIL’ market as well as creating successful ‘IMFL’ brands

**ENAbling PAN India IMIL leadership** by expanding footprint to newer geographies through own facilities and alliances

**ENAbling Organizational excellence** through our unique 360° business model, allowing higher capacity utilization and returns that are amongst the highest in the industry

**ENAbling Manufacturing excellence** by establishing world-class, fully integrated, earth-friendly distilleries that produce reliable products at better efficiencies

# ENAbling Product Excellence

The Extra Neutral Alcohol that is fractionated in our multi-pressure columns assures higher purity than conventional re-distillation techniques thereby providing safer and better tasting beverages. In addition, stringent controls over the natural fermentation process ensure that every batch of ENA is ENAbling excellence, day after day.

In fact, we were the 1st company to use this high quality ENA for producing IMIL even before the Government started to mandate it.







# ENAbiling Marketing Excellence

Our product excellence has ENAbled us to pioneer branding in the IMIL space with launch of India's 1st ENA based country liquor brand- Nimboo. As a first for the industry, we gave the bottom of the pyramid consumer a better tasting product, along with superior packaging that the consumer would otherwise expect from other FMCG products. This has led to a higher value perception of our brands. Little wonder then, that every day we are redefining 'country liquor' in India.

It is the same high quality which enabled us to launch 3 sustainable brands in the IMFL space; brands which are now beginning to carve a space in the Indian market & overseas.

# ENAbling pan-India IMIL leadership

We envisage ourselves as becoming pan-India IMIL leaders, making the most of opportunities emerging in new markets. Our upcoming distillery project in the fast-growing Bihar market and a tie-up in the largest IMIL market, Maharashtra, are steps towards the same.

