



ENabling Excellence

Globus Spirits Limited
2013-14 Annual Report



Contents

02 Corporate Overview

16 Chairman's Message

18 Financial Highlights

19 Directors' Report

23 Management Discussion & Analysis

32 Corporate Governance Report

42 CEO & CFO Certification

43 Auditors' Report

46 Financial Statements

Corporate Information

Chairman

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

Managing Director

Mr. Ajay Kumar Swarup

Executive Directors

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

Non-Executive Director

Mr. Rajesh Sehgal

Non-Executive & Independent Directors

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

Auditors:

M/s Deloitte Haskins & Sells
Chartered Accountants,
7th Floor, Building 10, DLF Cyber City Complex,
DLF City Phase-II, Gurgaon-122002

Bankers:

State Bank of India, HDFC Bank, HSBC Bank,
Yes Bank, Standard Chartered Bank

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







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 expending footprint to newer geographies through own facilities and alliances

ENAbling Organizational excellence through our unique 360° business model, allowing for higher capacity utilization

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.





ENAbling 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 consumers 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 high quality brands in the IMFL space; brands which are now beginning to carve a space in the Indian market.

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 projects in the fast-growing East India market are a step towards the same.

