

# ENabling Excellence

Globeus Spirits Limited  
2019-20 Annual Report





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# Corporate Information

**Chairman**

Mr. Vivek Gupta  
(Non Executive & Independent Director)

**Managing Director**

Mr. Ajay Kumar Swarup

**Joint Managing Director**

Mr. Shekhar Swarup

**Executive Directors**

Mr. Vijay Kumar Rekhi  
Mr. Manik Lal Dutta  
Dr. Bhaskar Roy

**Non-Executive Directors**

Mr. Richard Piliero.

**Non-Executive & Independent Directors**

Mr. Sunil Chadha.  
Mr. Santosh Kumar Bishwal  
Mr. Kunal Agarwal  
Ms. Ruchika Bansal

**Key Managerial Personnel**

Mr. Santosh Kumar Pattanayak : Company Secretary  
Mr. Ajay Kumar Goyal : CFO

**Auditors**

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

**Bankers**

State Bank of India, HDFC Bank, Axis Bank,  
SVC Co-operative Bank, Standard Chartered Bank

**Registered 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  
Noble Heights, 1st Floor, Plot No. N.H-2, LSC, C-1 Block,  
Near Savitri Market, Janakpuri, New Delhi-110058

**Stock Exchanges where the Company is listed** : 1) Bombay Stock Exchange  
: 2) National Stock Exchange

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





#### **Plant Locations**

##### **Globus Spirits Limited,**

Vill: Shyampur, Tehsil: Behror, Dist: Alwar, Rajasthan

##### **Haryana Organics (A u/o Globus Spirits Limited),**

4K.M., Chulkana Road, Vill: Samalkha, Dist: Panipat, Haryana

##### **Associated Distilleries (A u/o Globus Spirits Limited),**

National Highway, Hisar Bye-pass, Hisar, Haryana

##### **Globus Spirits Limited,**

Vill: Duduha, Tehsil : Jandaha, Dist: Vaishali, Bihar

##### **Globus Spirits Limited,**

Plot B-7, Panagarh Industrial Area,  
Panagarh, Dist: Burdwan, West Bengal







# 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 innovative ‘IMFL’ brands

.....ENAbling **Organizational excellence** achieved through our unique 360° business model, allowing for high 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 fractioned 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 ensures 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 consumers otherwise expect from other FMCG lines. This has led to a higher value perception of our brands. Little wonder then, that every day we are redefining 'country liquor' in India.

# ENAb ling PAN India IMIL leadership

We envisage ourselves as becoming PAN India IMIL leaders, making the most of opportunities emerging in new markets.

