



# ENabling Excellence

Globus Spirits Limited  
2021-22 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 Director**  
Dr. Bhaskar Roy

**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. Nilanjan Sarkar : 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

**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 ‘Value and Value Plus’ market and creating innovative ‘Premium’ 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.



# ENAbling Marketing Excellence

Our pioneer branding and well researched innovative offerings continue to find high acceptance in the Value and Value plus segments, continuously enhancing consumer experience. This year we introduced Black Lace Rum and Royal Grandeur as well as Regal Estate in whisky segments.

Our premium segment continues its ENAbling excellence journey through market disruption with a robust portfolio of differentiated brands, thereby providing strong proposition for consumers. The Company stays focussed on growing this high margin, low volume fast growing premium segment currently dominated by a few select brands. Globus' portfolio is poised to expand further, with more offerings to participate and carve out a larger share of this attractive pie. Our current brands, viz., Governors Reserve Premium Grain Whisky, Governors Reserve 100% Finest Grain Whisky, Oakton Barrel Aged Rare Finest Grain Whisky, Laffaire Napoleon Premium French Blended Grape Brandy and Terai Craft Gin continue to get strong at the market place."



# OUR PRESENCE |

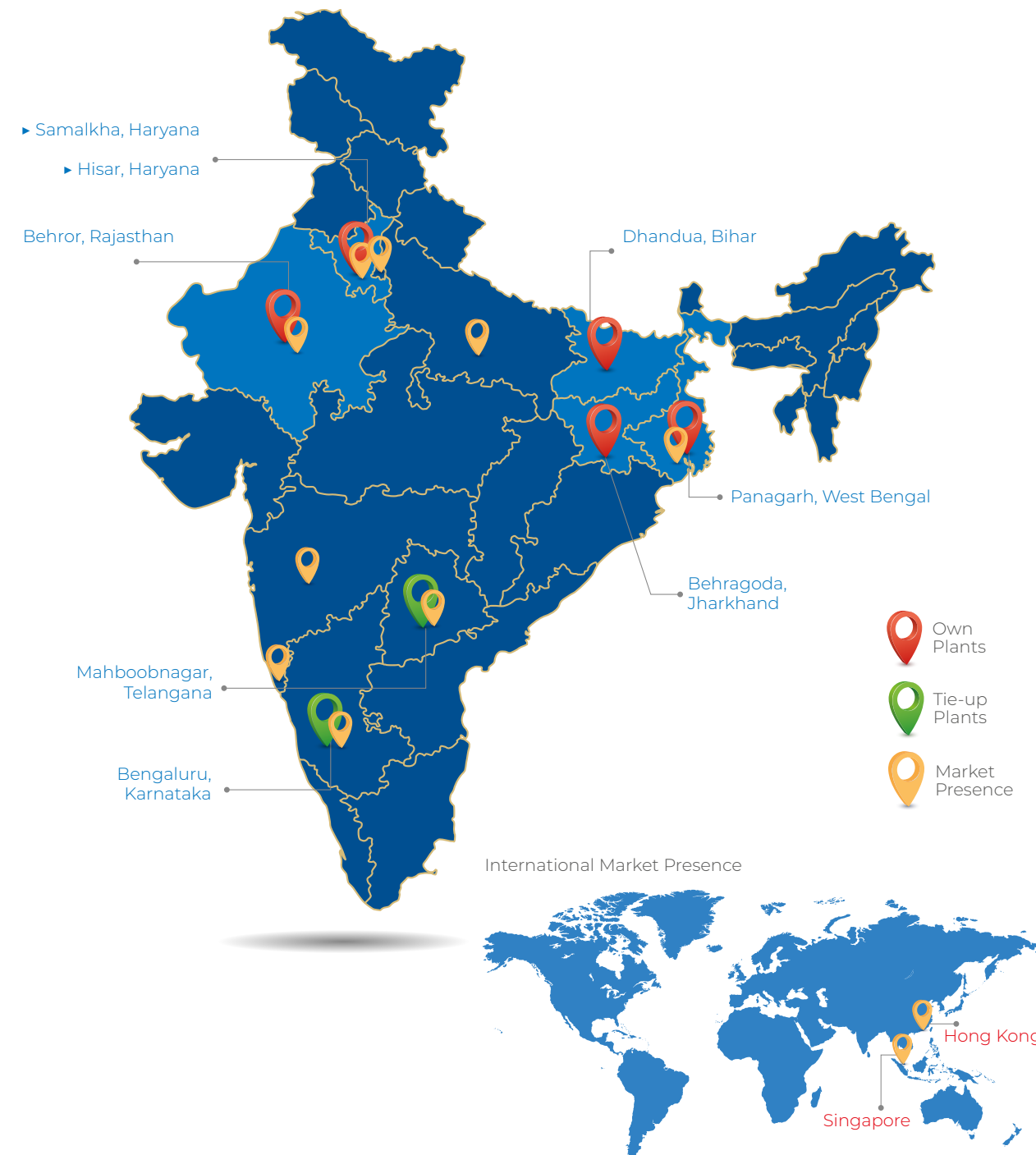
Distillery operations for Globus Spirits Limited epitomise our constant quest for excellence. Over the years, Globus Spirits has earned reput in the market through steady growth and expansion efforts, a constant focus on improving the quality and image of all our products in India and overseas and dedicated efforts to create efficient and environment conscious processes.

Combined together with the experience of our leadership team, we can state proudly that our ability to run distilleries in India is unparalleled.

With our world class, fully integrated, multi-feedstock, and modern plants located at Rajasthan, Haryana, West Bengal and Jharkhand, we produce a total capacity of over 287 million bulk litres and a bottling capacity that exceeds 24.2 million cases per annum.



Our manufacturing facilities, spread across West Bengal, Bihar, Haryana and Rajasthan are enabling excellence by maximising yields from raw material. Our fully operational production units allow us to maximise alcohol yield while also optimising the production of by-products leading to complete utilization of the raw material.





# ENAbling Organizational Excellence

Led by a blend of experience-led wisdom and youthful exuberance, Globus Spirits operates with high standards of Corporate Governance creating value for all of its stakeholders.

## **RIGHT STRATEGY**

Our unique 360° business model has been perfected over two decades. Our approach allows for greater control on quality of our consumer products and higher utilization of ENA facilities enabling us to generate healthy returns.

## **RIGHT PARTNERS**

We believe strong partnerships, whether it be in the form of relationships with customers,

employees or investors, are critical in growth of a company. We have tirelessly worked towards building the right kind of partnerships and have established deep relationships with stakeholders.

## **RIGHT VALUES**

We operate on high standards of governance, fair and transparent in all our dealings whether internally or with our customers, suppliers, and dealers. We encourage a culture of participation and truthfulness.

## **RIGHT TEAM**

A strong team, unified in its vision, is critical to the success of any organisation. Over the years, we have built a dynamic and robust team backed by deep industry experience, reflected in a well defined and effective organisation structure.





# ENAbiling Manufacturing Excellence

Our manufacturing facilities are ENAbiling excellence by maximising yields from raw material. Our fully operational production units allow us to maximise alcohol yield while maximising production of by-products leading to complete utilisation of the raw material.

These facilities are also ENAbiling a clean environment with a zero-pollution footprint and cogeneration of power using renewable biomass as fuel.

ENAbled excellence in our manufacturing facilities helped us achieve in Fiscal 2022:

- ~162 million litres of production with zero discharge
- End to end production of ~3 million cases of bottled beverages
- ~83% utilization of operating capacity, (Minor Disruptions in West Bengal due to COVID-19 pandemic and floods in Bihar facility led to lower utilization)
- Over 20 years of relationship with India's top 2 IMFL companies ensures steady offtake







# 360° EXPANSION IN FY 22

01

**MAINTAINED  
SIGNIFICANT  
MARKET SHARE IN  
VALUE SEGMENT  
IN STATES OF  
PRESENCE WITH  
TOTAL SALES OF  
~14.6 MN CASES**

02

**STEADY  
PERFORMANCE  
OF  
FRANCHISEE  
BUSINESS WITH  
VOLUMES AT  
~2.9 MN CASES**

03

**ACHIEVED ROBUST  
PERFORMANCE IN  
BULK ALCOHOL  
PRODUCTION WITH  
VOLUME CAGR OF  
~9.2% DURING  
FY18-22**

Sustained high utilization levels  
due to 360° approach

Total capacity of ~195mn Bulk  
Litres of alcohol

04

**LEADING VALUE  
SEGMENT  
PLAYER WITH  
FOOTPRINT IN 4  
STATES**

05

**PROGRESSING  
INTO  
PREMIUM LIQUOR  
SEGMENT**

Present in 08 markets with a  
portfolio of 5 brands

06

**FINANCIAL  
HIGHLIGHTS\***

Strong growth of 28% YoY  
to reach total income (net of  
excise duty) of ₹15.79 Bn

EBITDA of ₹ 3,352 Mn and  
PAT of ₹1,872 Mn

Sound balance sheet position  
with debt-equity ratio of 0.11x

