



ENAb ling Excellence

Globus Spirits Limited
2022-23 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 Director
Mr. Ajay B Baliga

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, Kotak Mahindra 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



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

Globus Spirits Limited,
Vill : Olda, Block-Baharagora, Tehsil: Ghatshila,
Dist:East Singhbhum, Jharkhand



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.

Ethanol will grow the company's top line due to the recent expansion in West Bengal and Jharkhand. The government's initiative of 20% blending of petrol in the country by 2025 has given us an opportunity.



ENAbling Marketing Excellence

It was a milestone year for us as the overall Premium volumes crossed 2 lakh cases in FY23.

We envisage becoming PAN India leaders in Premium alcohol, making the most of opportunities emerging in new markets.

Our premium segment is ENAbling excellence by creating a disruption in the market with a robust portfolio of differentiated brands providing value propositions for consumers. The Company is focusing on growing this high-margin, low-volume fast-growing premium segment which has hitherto been dominated by a few selected brands. The sharp rise in discretionary spending, increasing number of aspiring consumers and lack of options for consumers make this category particularly attractive. Backed by an experienced team having a strong track record of creating successful brands, we are poised to leverage these trends.



TERAI Dry Gin

TERAI India Dry Gin is an award-winning, one-shot, copper pot distilled London Dry style gin. This grain-to-glass gin is distilled at the India Craft Spirit Co., the first-of-its-kind boutique craft distillery in India, in Behror, Rajasthan.

The base of TERA I is a rice spirit, created to our specifications from our sister distillery, which gives us complete control over the quality of our gin.

11 select botanicals — Juniper berries, Tulsi or Holy Basil, Fennel, Coriander, Lemon peel, Orange peel, Lavender, Rose, Almond, Angelica and Orris root - add flavour and aroma and are represented in an embossed wreath on the TERA I label.

Together they create a distinctive lush, green herbaceous spirit with fresh citrus and a dry, delicate floral finish.



Mountain Oak

Recently launched ‘Mountain Oak’ Whisky. An exclusive blend of Scotch malts and select Indian grain spirit.



Snoski Vodka

A highly unique vodka crafted from alcohol distilled from the finest winter grains grown in the verdant environments of Himalayan Highlands. After a rigorous selection process, the grains are subject to the most advanced fermentation and multiple -stage distillation process to extract the purest form of alcohol for preparing the vodka.

This vodka is then passed through a select grade of activated charcoal made from coconut shell to ensure a smooth superior vodka that provides comfortable warmth and texture on the plate.



Seventh Heaven Blue

Seventh Heaven Blue is a rare blend of aged premium scotch and finest Indian malts. Blended to perfection and rested to marry over time resulting in a smooth whisky. Each blend is duly approved and certified by our master blender.

Seventh Heaven Blue Ultra Premium Grain Whisky awakens your senses with a unique and exquisite palate experience.

Governors’ Reserve Blue

Governors’ Reserve Blue Blended with finest imported scotch malts and matured indian spirits. Iconic reserve whisky for personal collection.



“Oakton” Barrel Aged

“Oakton” Meticulously handcrafted to perfection by our master blender and matured in oak barrels. Mellow, smooth and full-bodied ensuring a well-rounded palate experience and enjoyable peaty aroma



Governors’ Reserve Red

Presenting a unique expression of art by our master blender. This blend has been arrived after years of exploring combinations with the best scotch and malt whiskies across the world.

This unicorn of whiskies has a distinct personality and character. It is a perfectly balanced, light bodied whisky having an exceptional flavor and aroma. Governors Reserve is his tribute to the art of blending.



Value & Value Plus

Our product excellence has ENabled us to pioneer branding in the Value and Value Plus space. 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. Endeavour has been to revolutionize the country liquor space with various offerings at different price points.



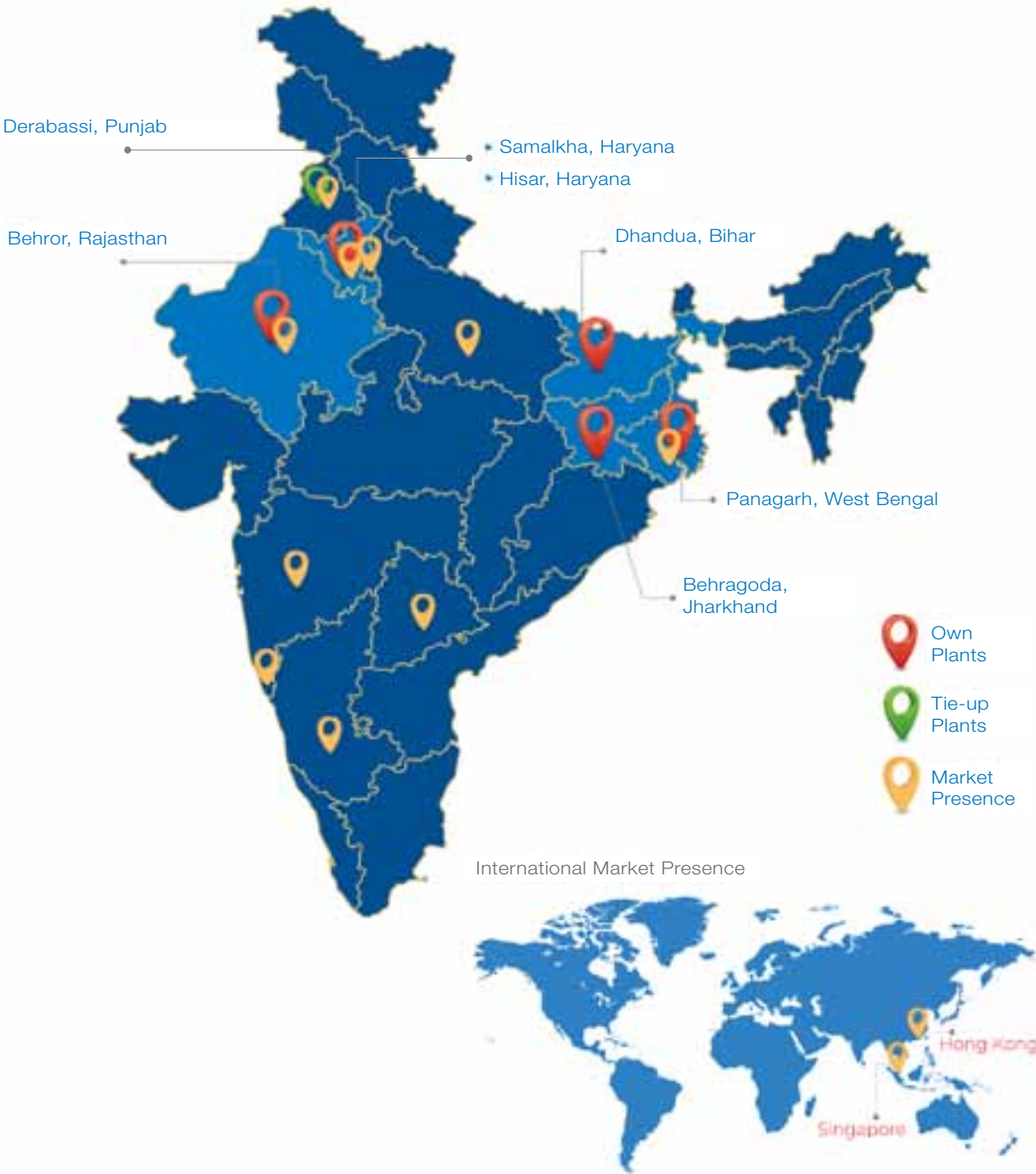
Our Presence

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-degree 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. The strategy is to get stronger in the manufacturing business which is the backbone of the company which gives us the confidence to target the consumer business and invest in it.

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. The spends are really on creating teams and capabilities. Around 2.5 years back Mr Paramjit Singh Gill, CEO, Consumer Division has joined us to scale up the consumer business.



ENAbling Manufacturing Excellence

Our manufacturing facilities are ENAbling 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.

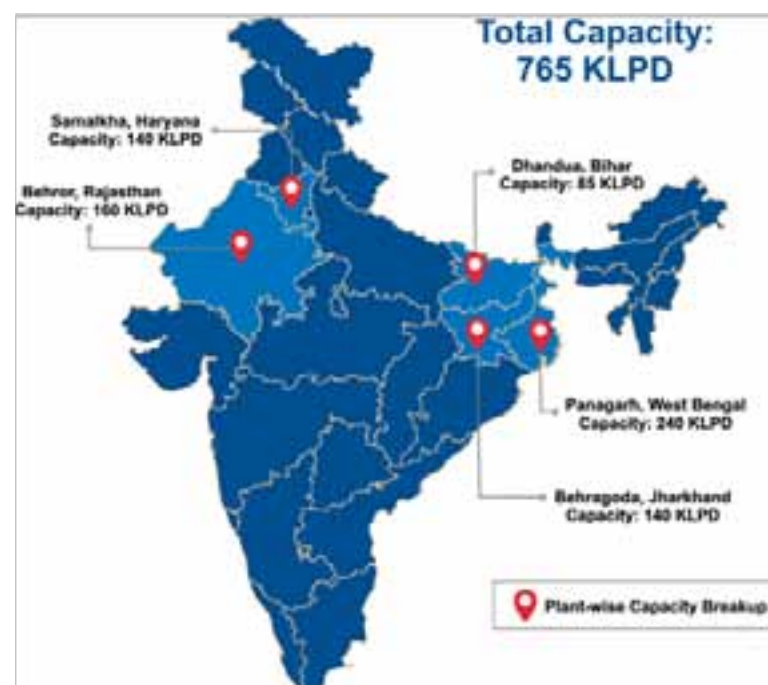
These facilities are also ENAbling a clean environment with a zero-pollution footprint and cogeneration of power using renewable biomass as fuel.

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

ENAbled excellence in our manufacturing facilities helped us achieve in Fiscal 2023:

- ~257 million litres or ~765 KLPD of production with zero discharge
- End to end production of ~3 million cases of bottled beverages
- ~90% utilization of operating capacity, (Disruptions in the Haryana facility led to lower utilization)
- Healthy relationship with India's top 2 IMFL companies ensures steady offtake

Distilleries Across 05 States with a Total Capacity of 765 KLPD



State-of-the-Art Manufacturing Units (1/5)

Behror (Rajasthan) Plant

Capacity: 54.4 Mn Ltrs

Products : Value, Value Plus, IMFL Liquor ; ENA, Ethanol and other By-products (Mainly AFS)

