



01
THE ORIGIN



Indospirit was founded in 2006 to bring in sustainable innovation to the industry for the distribution of alcoholic beverages, particularly in North India.

Although Indospirit started as a distribution company for international alcohol brands, today it is one of the few companies to have a significant presence across every vertical of the alco-bev value chain - be it Manufacturing, Import, Distribution, Wholesale & Retail (Vends & Bars).

Group Annual Revenue: Over INR 300 Crore (USD 47 million)
Total Employee Strength: 400+

02
INDOSPIRIT
DISTRIBUTION LTD.
The Leader in Alcoholic Beverage Distribution



Handling total volume of more than
4 MILLION CASES
per annum

Our unparalleled network of owned and leased modern warehouses, complete with conveyor belts, fork-lifts, air-conditioned storage units, commercial vehicles with all the regulatory permits and permissions to ensure highly efficient point-to-point deliveries, credible relations with various government departments, focus on legal and statutory compliances and dedicated service to our customers has enabled us to become the most trusted partners to the world's biggest alcohol brands.



Importing, distributing & promoting over
300 INTERNATIONAL BRANDS

This also includes the several international brands launched by us in India. All the companies that associated with us saw an unprecedented growth in their business in India.



Over

100,000 sq ft

of temperature controlled bonded warehouse space
in North Indian states of Delhi, Haryana & Himachal Pradesh

We have a total capacity to store over 1 million cases of liquor in owned
Public-bonded custom warehouses, Private-bonded custom warehouses &
Excise-bonded warehouses.



Owned fleet of

60 COMMERCIAL VEHICLES

We operate directly under our own licenses in North India, have our own fleet of commercial trucks and partner with other distributors across India for covering rest of the country.

Our teams cover logistics, sales, collections, client servicing and marketing for all the states in India.

03
**INDOSPIRIT
BEVERAGES PVT LTD.**

Fully Automated Liquor Production Facilities



3.6 MILLION CASES

annual production capacity

To make all kinds of spirits, carbonated RTD beverages & wines with 9 litre cases on high-speed bottling lines. Our state-of-the-art automated manufacturing facility in Goa, India, spread over 13,000 sq. meters with ultra-modern laboratories & inventory storage capacity, of 6 weeks is the most technologically advanced setup in India.



The plant meets all key

INTERNATIONAL HEALTH & SAFETY STANDARDS

- 100% PU-flooring to ensure a completely sterile production facility (*one of the very few in India*).
- 100% LED lighting as per international norms. Modern fire detection, prevention & fighting equipment.
- Well ventilated work-areas. Sandwiched PUF-insulated galvanized sheet roofing for entire plant, providing a cool working environment.
- Zero-pollution, Zero-discharge. All refrigerants used are CFC free.
- The location of Goa lends the advantage of producing superior quality products in a pristine environment.

04

**INDOSPIRIT
BARS PVT LTD.**

Chain of Friendly, Neighborhood Super-Bars: *BarShala*



We took our streak of excellence along with a deep insight into the consumer psyche and capitalized it further by expanding to other verticals of the value-chain. Our retail presence with centrally located retail vends in New Delhi & 7 bars is just the tip of the grand plans we have to improve the consumer experience around enjoying alcohol!

BarShala, our brand of revolutionary, first-of-its-kind quick-service bars, has earned rave reviews across the country. *BarShala* was created to fulfil the demand for an affordable bar with contemporary ambience, finger-licking appetizers & trendy music for every drink lover. *BarShala* lights up customers' evenings, with choicest drinks, bright ambience, personable staff and sumptuous food to dip your fingers into- ensuring that bars are accessible & the experience of visiting them enjoyable.



Serving over

4,200 CUSTOMERS

per day in Delhi through 7 bars with a goal to serve at least 100,000 customers per day through 100 Bars by 2019.

05
LEADERSHIP TEAM



In an organization, creating the right team is everything. With an employee strength of over 400, we're fortunate to have some of the best minds in their respective fields, be it finance, manufacturing or business development, dedicated to Indospirit's continued success.

Sameer Mahandru

Chairman & Managing Director (CMD)

An alumnus of the prestigious Indian Institute of Management (IIMB), he has experience with top multinationals such as Unilever, Asian Paints & SAB Miller during the early stages of his career— before founding the Indospirit Group in 2006.

Anshul Rustaggi

Chief Executive Officer (CEO)

An alumnus of the prestigious Indian Institute of Technology (IITD) and Indian Institute of Management (IIMB), he has worked with Stark Investments & Deutsche Bank in London prior to joining Indospirit.

Hemant Ladia

Chief Finance Officer (CFO)

An all-India rank holder of the Institute of Chartered Accountants of India (ICAI), he has been part of the management teams at GreenDust and the internet arm of the Bennett Coleman Group.

Geetika Mahandru

Group Director

An alumnus of the prestigious Indian Institute of Management (IIMB), she has worked with Deutsche Bank in London and Standard Chartered Bank in India prior to Indospirit.



Nitin Kapoor

Group Director

Possessing rich experience of over 15 years in alcoholic beverage sales, distribution & retail, he was the Head of Delhi state for SAB Miller prior to joining Indospirit.

Vibhooti Sharma Rawat

Head of Sales, Distribution

An alumna of the highly sought-after Institute of Hotel Management (IHMP), she manages the business with all key accounts across India.

Samir Sharma

Head Marketing

An alumnus of the prestigious Xavier School of Business (XLRI)- Jamshedpur, he has worked across the Sales & Marketing functions of Colgate Palmolive prior to joining Indospirit.

Avinash Mishra

Head Human Resources (HR)

An MBA in HR Management, prior to Indospirit he has managed various HR operations across industries such as IT, Education, Manufacturing & Consulting.

06

VISION FOR THE FUTURE



The rapidly expanding Alcoholic Beverage consumption market in India is expected to continue growing with a 7.5% CAGR over the next decade.

At least 100 bars across India and an Indospirit brand in every category of alcoholic beverages by the year 2020- is a vision that will be fuelled by Indospirit's already formidable presence in every vertical of the industry- Manufacturing, Marketing, Distribution & Retail.

CHEERS!

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- Karkarduma
- East of Kailash
- New Delhi Metro Station
- Kamla Nagar
- Dwarka Sec - 12
- Rajouri Garden

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