

Kaya Blenders & Distillers Limited: establishing a benchmark for vintage and organic blend spirits

Prateek Singh • Startup City

Alcohol consumption is not a contemporary phenomenon. Its history takes us back to the Neolithic period as far as 7000 BC in northern China. Scientists tested and confirmed the presence of grapes, hawthorn berries, honey, and rice in the residue found. *Source: a study published in the Proceedings of the National Academy of Sciences.* Today the world enjoys drinking on social occasions, in business meetings, on dates, for personal pleasure and to relax and unwind. Kaya Blenders & Distillers Limited a privately owned company popularly known as Kaya Spirits are committed to producing, manufacturing, marketing, and distribution of alcoholic beverages perfectly suited for each of these situations. The firm came into inception with a desire to bring diversity into the alcoholic beverages segment from what is presently available to the consumers. **Karun Kaura** the CMD of KBDL felt that Indians do not have an individual choice and preference while choosing their liquor. They don't look beyond the regular names. Their brands do not change even after several years of consumption. It came as a challenge to Karun, ipso facto, he decided to break this trend or stereotype. Kaya works with the purpose of 'Innovation in product development and marketing fresh and unique blends of the finest liquors. They produce unique blends of premium quality, authentic liquors, and spirits using the finest malts and alcohol to please the palates as well as to the senses of liquor lovers and those who love to drink and savor its taste. It contains a superb selection of both international and local brands which is a result of the expertise of the hard working connoisseurs in the industry. Kaya Spirits have their Manufacturing Units at Goa, Haryana, Punjab, Jammu, Odisha, Gwalior and Himachal Pradesh. Kaya is also committed to promoting responsible drinking in society. The firm has a strong policy for effectively discharging its corporate social responsibility.

Products and offerings

Our main products are Old Professor Whisky, Royal Patiala Whisky, Marlin Scotch Whisky, Minister's Reserve Whisky, Soldier's Pride XXX Classic Rum, Moller Beer, Bhetki Beer, Habsburg's Lineage



organically mixed liquor is much better in taste than others liquor brands in the market because it does not affect the drinkers as adversely as the chemical mixed liquor products. Unlike the other big liquor firms, Kaya is setting regional offices at every state so that they may understand the requirements, needs of the particular market & work towards the same direction to innovate the products as per the requirement.

Accreditations

The company was certified as Blender, Bottle, and Labeler & for Scotch whiskey by the Scotland Government. The company completed its FSSAI and Import/Export certification and Registration process in 2016. Currently, The Company holds the license to sell from Punjab, Arunachal Pradesh, Uttarakhand, Orissa, Mizoram, Himachal Pradesh, Andhra Pradesh, Maharashtra, Goa, Chhattisgarh, Karnataka, Haryana, Telangana, Uttar Pradesh, and Moller Beer in Delhi.

The road ahead

Since the formation of the Kaya Blenders, the firm has reached 15 states in 18 months in terms of label registrations, promotions, sales, and other activities. The firm plans to mark its presence in PAN India by the end of 2019 and aims to launch the KBDL product in every state. It aspires to find a permanent place in the hearts of the customers and intends to become an indispensable number one spirits brand.

Dynamic leadership

Mr. Karun Kaura, CMD Kaya Blenders & Distillers Limited hails from a strong background of law, with ardent urge and drive to become a successful entrepreneur and stand apart from the crowd. He is well known for crafting out opportunities as a solution to problems, and all the credit goes to his thought-provoking and stimulating work environment. Karun has promoted various educational campaigns and maintained excellent media presence as well. He is a reputed media guru with expertise in both electronic and print media. He worked as a media advisor to Ex. CM candidates and managed their other

Awards

- 1 International Excellence awards in April 2017 for Quality for Quantity manufacturing of spirits at Goa, India
- 1 Dr. ABJ Abdul Kalam Excellence Award for outstanding Individual achievements & Distinguished Services to the nation by Hon'ble Shri. Shivraj V. Patil, Former Speaker Lok Sabha, Union Home Minister and Governor of Punjab on 15th October 2017 at New Delhi, India
- 1 Global Achievers Award by Hon'ble Shri. Navdeep Singh Suri, Ambassador of India to the United Arab Emirates on 20th January 2018 at Dubai.
- 1 Asia Pacific Excellence Award by Hon'ble Shri Ram Baran Yadav, President of the Federal Democratic Republic of Nepal at Kathmandu.
- 1 Bharat Jyoti Award from Hon'ble Shri. Shivraj. V. Patil, Former Speaker Lok Sabha, Union Minister and Governor of Punjab at New Delhi, India on 23rd April 2017.
- 1 Bharat Gaurav Award for outstanding individual achievements and distinguished services to the nation by Hon'ble Shri U.T. Abdul Khader, Minister of Urban Development & Housing, Gov. of Karnataka, July 2018 Bangalore

Take on the Indian Entrepreneurial ecosystem as an entrepreneur

There is no fixed time for an entrepreneur. One has to remain available 24*7. It is a hectic but enjoyable task. The Indian entrepreneurial ecosystem hasn't attained the state of equilibrium. The ecosystem needs to focus on value creation as opposed to valuation, more focus should be on providing relevant education to its young entrepreneurs, and developing an appetite for unexpected failure. One cannot be an entrepreneur in a vacuum, devoid and aloof of his/her surroundings. They need to be able to solve the unique problems of India and ensure that the startup movement remains inclusive and democratic.

Corporate Social Responsibility

Kaya Blenders and Distillers Ltd. is a prominent brand of the international liquor market with a strong national presence

by assuming their corporate responsibility towards society.

Women empowerment

The company firmly believes that the development of the female gender leads to an empowered society. It has ensured the implementation of all the international guidelines related to gender sensitivity issues and efforts to mitigate the inequality gap between the two genders.

Plantation Drive

The nomenclature situation of global warming is now climate change. The firm not only understands the impending environmental and sustainability crisis but also that the individual efforts are not sufficient to overcome it. Hence, the firm focuses on more & more community participation along with the individual efforts of plantation drives in multiple cities.

Medical camps

The firm is one step ahead in the field of social service. The company has focused on serving the diseased and in need. They organize medical camps in slum areas and regions that have faced the wrath of natural disasters and epidemic outbreaks.

RHA- food for hunger

Kaya Blenders and Distillers Ltd. is proud to announce its association with Robin Hood Army, an international humanitarian group that is working tirelessly in creating a hunger-free world. They carry out a food gathering and donation drive every week.

Piece of advice

One should always be responsible to the society and push reforms for social lifting through entrepreneurship. It's never a straight line to success, and it's the bumps and pivots that help you get there. One other piece of advice that I have is to look for a strong sponsor or mentor. He believes that success in business comes when you have your heart in your business and your business in your heart. Over and above all we must all strive not to be successful alone but rather to be of value according to