



**KAYA**  
GROUP OF COMPANIES

# KAYA EXPORT Proposal

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[www.kayaspirits.com](http://www.kayaspirits.com)

# Kaya Group

Kaya group is a group of companies of Kaya Blenders & Distillers Limited, Bacchus Enterprises Ltd, The Political Edge Magazine and KRK Media & Research Pvt. Ltd. owned by a Punjab based businessman.

Kaya group came into existence in 2014 and within this short period, reached to 100 crores market value. Kaya group has a PAN India business with international reach in Dubai, Nigeria and South Africa.



Kaya Blenders & Distillers Limited popularly known as Kaya Spirits is a fast-growing Indian spirits company involved in the manufacture, marketing and distribution of alcoholic beverages. Kaya works with the purpose of "Innovation in product development and marketing of fresh and unique blends of the finest liquors".



Bacchus Enterprises Ltd, as a professional and specialised bottling company engaged in offering onestop bottling solutions to several liquor companies in the country. Bacchus stepped into the bottling industry with the vision to diversify and create unique bottling options for customers and to meet their various specifications favourably and cost-effectively.



KRK Media and Research Pvt. Ltd. is the platform of young professionals to participate in and make a meaningful contribution to Political affairs. We provide constituency research, survey, campaign expertise and consulting on PAN India Level.



The Political Edge magazine and web-portal is an initiative of KRK Media and Research Pvt. Ltd. It had been launched in late 2018 with a common goal to cover political, social and economic to cultural stories of PAN India representation but a particular focus on the Punjab region.





# About Kaya

**Kaya Blenders & Distillers Limited** popularly known as Kaya Spirits, is a fast growing Indian spirits company involved in the manufacture, marketing and distribution of alcoholic beverages. Kaya works with the purpose of "Innovation in product development and marketing of-fresh and unique blends of finest liquors".

Kaya Spirits produces unique blends of premium quality and authentic liquors and spirits using the finest malts and alcohol to please the palates as well as the senses of liquor and spirit lovers and those who love to drink and savour its taste. For those who go for unmatched quality with a perfect blend of just the right taste and complete purity, Kaya with its wide range of liquor brands is the ideal choice.

With leading brands in each segments of Whisky, Gin, Vodka, Rum & Brandy, Kaya Spirits holds a portfolio of spirits led by Indian whiskies such as Royal Patiala, Old Professor, Minister's Reserve, Royal Patialvi Kick Whisky, Kaya Spirits portfolio also includes finest Rum under the brand name of Red Hunter and Jackies Crown XXX Rum along with famous Vodka, Brandy and GIN brands, amidst a fast growing demand.

Kaya Spirits is becoming a popular name in the Indian & International markets. A well placed stocking and distribution network has ascertained brand presence.



**Kaya Spirits** is set to take the International Markets by storm. With its quality products of international standards Kaya alcoholic beverages have acquired international acclaim. Its innovative and creative packaging especially for international liquor connoisseurs has increased the demand for the brand. Its unmatched purity of taste sets the brand apart. Kaya GIN, Vodka, Rum, Whisky and Brandy are set to Export to International Market.

The exports are certain to grow with the growth of the brand Kaya Spirits. Kaya Blenders & Distillers Limited has a wide range of premium products. Its portfolio of brands is impressive. These brands are set to fire the people's senses and whet their tastes for fine quality liquor.

Innovation and ensuring premium brand quality are the focal points of the Company's brand strategy.

Kaya Spirits takes special care to protect its brands. Due to its wide presence and good quality, it is imperative to control counterfeiting. State-of-the-art means are opted by the Company and its legal experts to ensure that no counterfeiting takes place and the consumers get to enjoy the pure pleasure that is the hallmark of Kaya alcoholic drinks.



# Certificate ; Registrations

# **Import & Export Registration Certificate**

 <p><b>HM Revenue &amp; Customs</b></p> <p>Kaya Blenders and Distillers LTD SSCO-18, City Center Patiala Punjab INDIA 14/201</p>	<p><b>Spirit Drinks Verification Unit</b> S1192 Large Business Newcastle NE98 1ZZ</p> <p><b>Email:</b> <a href="mailto:enquiries.advs@hmrc.gsi.gov.uk">enquiries.advs@hmrc.gsi.gov.uk</a> <b>Web:</b> <a href="http://www.hmrc.gov.uk/advs">www.hmrc.gov.uk/advs</a></p>
<p><b>Date</b> 14 February 2017  <b>Our ref</b> 40370-50416</p> <p>— Dear Gagandeep</p> <p><b>Spirit Drinks Verification Scheme</b></p> <p>I refer to your application for Kaya Blenders and Distillers Ltd on 18 July 2016.</p> <p>I am pleased to confirm that the facility met the required standard for verification as a bulk importer.</p> <p>The facility will remain verified until 18 July 2018 provided that the contrary is not established prior to that date. We will contact you prior to that date to request updated records based on the contact details you have provided, therefore please let us know if these change.</p> <p>Yours sincerely</p> <p>Carole Cook Verification Officer</p> <hr/> <p>Information is available in large print, audio and Braille formats. Text Relay Service prefix number – 18001</p>	

# Scotland Govt. Registration

 <p><b>HM Revenue &amp; Customs</b></p> <p>Kings Binders &amp; Distillers Ltd 200A City Center Patna Bihar India 147001</p>	<p><b>Spirit Drinks Verification Unit</b> 51192 Newcastle NE98 1ZZ</p> <p><b>Email:</b> enquiries.advis@hmrc.gov.uk <b>Web:</b> www.hmrc.gov.uk/dvs</p>
<p><b>Date:</b> 17th April 2018  <b>Our ref:</b> 20436 - 30607</p> <p>Dear Arbab,</p> <p><b>Spirit Drinks Verification Schema</b></p> <p>I am pleased to confirm that the required standards have been met and the facility is now verified as a Blender, Boner &amp; Labeler.</p> <p>The facility will remain verified until 26th June 2019 provided that the contrary is not established. Continued use of the non-compliant Marin label may result in your verification being withdrawn meaning you will no longer be able to receive bulk Scotch whisky.</p> <p>We will contact you prior to that date to request updated records based on the contact details you have provided therefore please let us know if these change.</p> <p>Yours sincerely</p> <p>Laura Muir Verification Officer</p> <p>Information is available in large print, audio and Braille formats. Text Relay service prefix number – 18001 Deputy Director, Brian Fletcher</p>	

## **HMRC Authorisation**

# Awards & Honours

Honoured and awarded with International Excellence Award in April 2017 for Quality Manufacturing of spirits at Goa, India.

Awarded with Bharat Jyoti Award from Hon'ble Shri. Shivraj.V. Patil , Former Speaker Lok Union Minister and Governor of Punjab at New Delhi, India on 23rd April 2017.

Awarded with Asia Pacific Excellence Award by Hon'ble Shri. Ram Baran Yadav, President of Federal Democratic Republic of Nepal at Kathmandu, Nepal on 16th June 2017.

Awarded with Dr. APJ Abdul 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 & Governor of Punjab on 15th October 2017 at New Delhi, India.

Awarded with Global Achievers Award by Hon'ble Shri. Navdeep Singh Suri, Ambassador of to United Arab Emirates on 20th January 2018 at Dubai.

Ranked among the 10 Most promising Distributors in Retail-2018 by renowned Business Magazine Silicon India.



# Price List and Product Specification of



Sr.No	Categories	Name	Competitor Brand / Segment	Sizes Available (ML)	Specification	Ex-Factory Price per carton/case of 9 Litre (USD)	F.O.B Price per Carton/Case, Ludhiana Port (USD)
1	Whisky	Old Professor Whisky	Royal Challenge / Royal Stage	750 / 375 / 250	Glass Bottle/ Mono-carton/ Long Guala Cap/ Colour CC Box and Double Label	13.76	14.26
2	Whisky	Minister's Reserve Whisky	Blenders Pride	750 / 375 / 250	Glass round Bottle/ Canister/ Short Guala Cap/ Colour CC Box and Double Label	40.57	41
3	Whisky	Royal Patialvi Kick Whisky	Officer Choice / Bagpiper	750 / 375 / 250	Pet Bottle/ Single Label/ PP Cap Steel/ Brown CC Box	11.50	12
4	Whisky	Marlin Blue Whisky	Imperial Whisky	750 / 375 / 250	Glass Bottle/ Short Guala Cap/ Coloured CC Box and Single Label	11	11.50
5	Vodka	Mid-Night Blue Vodka	Absolute Vodka	750 / 375 / 250	Glass Bottle/ Short Guala Cap/ Coloured CC Box and Single Label	11	11.50



# Price List and Product Specification of

## *Kaya Spirits Brands*

Sr.No	Categories	Name	Competitor Brand/ Segment	Sizes Available	Specification	Ex-Factory Price per carton/case of 9 Litre (USD)	F.O.B Price per Carton/Case, Ludhiana Port (USD)
6	Vodka	Blue Whale Vodka	Smirnoff Vodka	750 / 375 / 250	Frosted Glass Bottle/ Long PP Cap/ Coloured CC Box	9.5	10
7	Brandy	Marlie Louise	Mention House	750 / 375 / 250	Glass Bottle/ Mono-carton/ Long Guala Cap/ Colour CC Box and Double Label	18	18.50
8	Brandy	Habsburge Brandy	Kyron Premium Brandy	750 / 375 / 250	Glass Bottle/ Steel PP Guala Cap/ Coloured CC Box and Single Label	11.50	12
9	Rum	Jackies Crwon Rum	Old Monk Rum	750 / 375 / 250	Glass Bottle/ Guala Cap/ Coloured CC Box and Single Label	18	18.50
10	Rum	Red Hunter Rum	Captain Morgan Rum	750 / 375 / 250	Glass Bottle/ Steel PP Guala Cap/ Coloured CC Box and Single Label	13	13.50
11	Gin	Sirena Gin	Bombay Sapphire	750 / 375 / 250	Pet Bottle/ Single Label/ PP Cap Steel/ Brown CC Box	11.50	12



**Do Your Private Labelling With Our  
Decades Known Experience in the  
Private Label Bottling with**



## **Bacchus Enterprises Limited**

universe of liquor under one roof

Bacchus Enterprises Limited is a popular name in KAYA group which produce Private Label Spirits such as WHISKY, RUM, TEQUILA, GIN, VODKA and BRANDY to name a few with the lowest MOQ in the Industry.

With us, you can Distill all types of Spirits under single roof and that too in any type of Generic Bottles, especially customised ones to blends as per need. Our unique blenders and packaging experts support you derive your choice of Spirit products according to the targeted country and market-places. By focusing country-oriented preferences, our Blends and recipes as PRIVATE LABEL would definitely support you for your market monopoly with your exclusive brand name propagations.

Our Team of expert blenders would work under your specific IDEA and VISION to ascertain the creation of your OWN PRIVATE LABEL SPIRIT.Indeed, our in-house design team can quickly turn around a private label design and packaging to meet the standards of products you wish to take into the market.

Furthermore, we equally guide for best yet economical logistics, Government compliances, Blend tasting and specific market surveys, besides label colour preferences customised for the targeted markets.

Our distillery has been bottling Private Label Spirits since more than 15 years. We ensure flexibility and customisation of designing products that fit into the specific markets.

To know more about our successful Blends and Bottling products, please visit : [www.kayaspirits.com](http://www.kayaspirits.com)

**Do Your Private Labelling With Our Decades  
Known Experience In Just**

## **Four Steps For Your Private Label Spirit**

### **STEP 1 : Spirit and Bottle Selection**

- Choosing your type of Spirit
- Choosing the Size / SKU / Variant
- Choosing the Bottle Shape

### **STEP 2 : Designing and Development of your Brand**

Development of brands include options for the Double Label or Single Label and Mono-carton / Canister selection while designing the designs for them and the CC box designs thus finalising the Brands and Logos amongst others. Selecting customised corks, screw caps or PP caps remains important steps thereafter.

Our in-house Graphic Designers and Brand Managers assist you to formulate a Brand. They will concentrate on designing the Creative Packaging options and design with your area choice specific to seek the target attentions.

### **STEP 3 : Finalising Blend and Blending**

Every Country / region has its own Taste and Blend specifications based on sensitivities, smell, taste, smoothness / harshness and similar other aspects. We provide viable options of your Blend to lock for the formulation of future use as well.

With numerous options of our Blend, you will definitely have an edge to try suitable ones in your specific markets for the Blend tasting strategies. We also prepare Blends to Taste according to any successful brand of your region.

### **STEP 4 : Compliance and Government Approval**

Once the product is prepared, our next support stage is for the Trademark registrations, Brand and Patents, Label and Licensing Approvals from concerned Government Authorities to assistance in the Export regulations as well as in the Logistics et al to boost sales in your targeted locations and markets for your developed products.



# **Minimum Order Quantity for Private Labelling**

Sr.No	Item Name	Size	MOQ	Price Per Item in USD	Amount in USD	Lead Time
1	Guala Cap	750 ML	50000	0.074	3700	60 Days
2	Guala Cap	1000 ML	50000	0.074	3700	60 Days
3	NIP Guala	NIP	100000	0.025	2500	60 Days
4	CC Boxes	750 ML	5000	0.50	2500	20 Days
5	CC Boxes	1000 ML	5000	0.33	2650	20 Days
6	CC Boxes	375 ML	5000	0.54	2700	20 Days
7	CC Boxes	180 ML	5000	0.38	2900	20 Days
8	CC Boxes	90 ML	5000	0.66	3300	20 Days
9	Labels	750 ML	30000	0.015	450	15 Days
10	Labels	1000 ML	30000	0.016	480	15 Days
11	Labels	375 ML	24000	0.012	288	15 Days
12	Labels	180 ML	50000	0.0070	350	15 Days
13	Labels	90 ML	100000	0.0042	420	15 Days
Remarks	There would be NO MOQ if we can use existing Guala Caps of ours					
	There would be NO MOQ if we can use plain CC Boxes without Lamination & Brand name printed on it					
	Every Stock of MOQ will be adjusted in the future orders as we receive the same.					

**NOTE :** 20 Feet container will contain approximately 850-900 cases / cartons. In 24 Feet container will contain approximately 1000-1200 cases / cartons and in 40 Feet container will contain approximately 1900-2100 cases / cartons. We can arrange all shipping agencies with our genuine agencies like CHA Agency

## **Terms & Conditions**

- Prices are ex EDP ie Ex Distillery Price or Distillery location.
- Designs of Labels, Bottle Glass Quality (weight and Color), Seal and Guala Caps, Blend/ Taste, CC Box designs and Quality, Tape and Packing Material and MC box (if applicable) will be given samples before dispatch and will be taken written approval for the same.
- First Order will take at least 15-20 days and later on subsequent orders will take 10-15 days for the dispatch. This Day limit will start from the day the designs are approved and Material is approved by the purchaser.
- Purchase Order is necessary for every order, there should be mentioned rates with payment schedule. Advance of the 50% of the order amount is required and 100% payment to be paid on the date of delivery. (CASH AND CARRY BASIS).
- Guala Cap Color for Vodka Bottle and Whisky Bottle can be customised.
- There will be No Mono carton for 375 ML and 180 ML Packs.
- Sample Shape Bottles can be seen in our website [www.bacchusentltd.com](http://www.bacchusentltd.com)
- Any other Specific Color requirement or Label Designs may be asked before placing order.
- In case of Private Label purchaser need to pay 100% advance for MOQ's of the inventory specified above and later on this amount will be adjusted as the Stock of Minimum Order Quantity is cleared with the orders.



*Get In Touch With Us*

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Kayablenders1



kaya.spirits



Kaya Blenders & Distillers Limited



Kaya Blenders & Distillers Limited



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