

BUSINESS Proposal



**Bacchus
Enterprises Limited**

universe of liquor under one roof •

www.bacchusentltd.com



About Bacchus

It is our pleasure to introduce Bacchus Enterprises Ltd as a professional and specialized bottling company engaged in offering one-stop bottling solutions to several liquor companies in the country.

Bacchus Enterprises Ltd 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.

Situated in Ludhiana, the company aims to cash in new opportunities for expansion by becoming an indisputable and reputed bottling company in the country.

We focus on four important things: impeccable quality of our products, customer friendly approach, customised bottling solutions and competitive prices of products. These four things combine to make Bacchus Enterprises Ltd the most sought after bottling company in India.

It is our firm belief that through our innovative strategies and futuristic business philosophy, **Bacchus Enterprises Ltd** will be successful in establishing highest standards in quality control, research and bottling solutions worldwide. We hope to reach our zenith by upholding the trust of our clientele, who are the main priority of our company.





Company Certification



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.



Infrastructure



Bottling Hall

- Four Bottling Line
- Bottling Capacity with 4 Lac cases / cartons per month
- Separate Holding Tanks
- Separate Washing section from Bottling section



Spirit Storage : ENA

- Three Nos ENA Storage Tank ■ Capacity 24989 BL*6

Blending Section

- Six Nos Blending Tank made from SS
- Capacity 6930 BL*7 Nos
- Capacity 16329 BL*2 Nos
- Capacity 25000 BL*1 Nos
- All tank equipment with transfers Pump and Circulation Pumps



Ware House Storage

Separate warehouse storage for Finished Goods.

Inventory Storage

Separate storage space for inventory material.



Water Treatment Plant & Analytical Laboratory

- For good quality For good Quality of Demineralised Water for Blending
- We have following purification facility in our Factory
- Raw Water Storage Tank
- DM water-storage Tank
- DM Plant Capacity : 10,000 Litre per Hour
- Scheme: Sand Filter, Carbon Filter, Cation, Anion Exchanger, Mix Bed Unit.
- We have well equipped laboratory for analysis of Blends, Raw material & Packaging Material.





Business Proposal

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Bacchus Brands

Own Brand & Private Label

- NO Gestation / Waiting period. Brands are ready to Start with
- Huge category of range and brand segments available
- Exclusivity on Brand Rights
- Huge Margin between COP and EDP
- Can raise working capital / funds from State / Districts by giving further Distribution rights

Advantages

- Make and Sell your OWN Brands
- Forming your OWN Liquor Company and Liquor Brands and do Business in NATIONAL & INTERNATIONAL Level.
- NO Competition Zone
- 100% Return in just 1st Year
- Only 45 Days Gestation period
- Develop your OWN category of brand segments
- Huge Margin between COP and EDP
- Can Raise working capital /funds in PAN India by expanding Distribution Channel

Advantages



Proposal of Bacchus Brands

Red Hunter
Rum



The Talisman
Scotch



Sirena
Gin



Ultra Fine
Whisky



Royal Patialvi Kick
Whisky



Habsburg
Brandy



Blue Whale
Vodka



Marie Lousie
Brandy



Proposal of Bacchus Brands



Sr.No	Investment per Brand	Segment	Competitor Brand	Bacchus Enterprises Limited Brands	COP (Cost of Product)	EDP (Ex-Distillery Price)	Margin Per Case/Carton	Adjustment Per Case / Carton	Minimum Lifting for 100% adjustment
1	25,00,000/-	Cheap / Economy Brand Whisky	Officer Choice / Bagpiper	Royal Patialvi Kick Whisky	470	700	230	50	50000
2	35,00,000/-	Deluxe Brand Whisky	Royal Challenge / Royal Stage	Ultra Fine	775	1550	775	100	35000
3	45,00,000/-	Premium Brand Whisky	Blenders Pride	The Talisman Scotch	1700	2900	1200	300	15000
4	20,00,000/-	Vodka	Smirnoff	Blue Whale Vodka	750	1300	550	100	20000
5	15,00,000/-	Rum	Old Monk	Red Hunter Rum	510	700	190	75	20000
6	15,00,000/-	GIN	Bombay Sapphire	Sirena GIN	550	700	150	100	15000
7	15,00,000/-	Brandy Economy	Mention House	Marie Lousie Brandy	550	1100	550	100	15000
8	25,00,000/-	Brandy Deluxe	Morpheus	Habsburg Brandy	550	700	150	150	17000

States Where We Work With Bacchus Brands



Sr.No	State	Company / Brand Registration	Label Registration Per Brand	Godown Requirement	Miscellaneous Expenses	Time For Processing
1	Punjab	0	1,25,000	NO	50,000	15 Days
2	Uttarakhand	10,00,000	1,50,000	YES	2,00,000	1-2 Months
3	Delhi	25,00,000 (Per brand)	50,000	YES	1,00,000	1-2 Months
4	Assam	5,00,000	1,00,000	NO	1,00,000	1-2 Months
5	Madhya Pradesh	5,00,000	1,00,000	YES	2,00,000	1 Month
6	Maharashtra	10,00,000	10,000	NO	1,00,000	1-2 Months
7	Karnataka	5,00,000	1,00,000	NO	1,00,000	1-2 Months
8	Telangana	10,00,000	1,00,000	NO	1,00,000	1-2 Months
9	Andhra Pradesh	5,00,000	1,00,000	NO	1,00,000	1-2 Months
10	Kerala	12,00,000	50,000	NO	1,00,000	Upon Tender
11	Chhattisgarh	5,00,000	1,00,000	NO	2,00,000	Upon Tender
12	Odisha	5,00,000	10,000	NO	1,00,000	2-3 Months
13	Jharkhand	5,00,000	1,00,000	YES	1,00,000	1-2 Months
14	West Bengal	5,00,000	50,000	NO	1,00,000	1-2 Months
15	Daman	0	50,000	NO	20,000	1-2 Months
16	Silvassa	0	50,000	NO	20,000	1-2 Months



Private Labelling

Do Your Private Labelling With Our Decades Known Experience In Just

Four Steps For Your Private Label Spirit

1

Spirit and Bottle Selection

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

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.

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.

4

Compliance & 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.



Investment of Private Labelling

Sr.No	Security Payable per Band	Segment	Competitor Brand (for example only)	Specification Of Brands	COP	EDP	Margin Per Case	Adjustment Per Case / Carton	Expected Inventory Investment
1	7,00,000	Cheap / Economy Brand Whisky	Officer Choice / Bagpiper	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	420	700	280	50	20,00,000
2	10,00,000	Deluxe Brand Whisky	Royal Challenge / Royal Stage	Glass / Guala Cap / Double Label / Coloured CC Box / Canister	725	1550	825	100	30,00,000
3	10,00,000	Premium Brand Whisky	Blenders Pride	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	1600	2900	1300	300	40,00,000
4	7,00,000	Vodka	Smirnoff	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	700	1300	600	100	16,00,000
5	7,00,000	Rum	Old Monk	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	460	700	240	75	16,00,000
6	10,00,000	GIN	Bombay Sapphire	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	460	700	240	100	16,00,000
7	10,00,000	Brandy Economy	Mention House	Glass / Pet Bottle / PP Cap / Single Label / Brown Colour CC Box	600	1100	500	100	16,00,000

Remarks Wet Inventory Investment would be extra which will depend upon the order. Minimum Tanker of spirit is of 12,00,000. Been formula charges, Trade Mark Registration, Designing of Labels and Logos will be done extra by the partner

Company, Brand Registration and License Fees Structure State-wise for Private Label



Sr.No	State	Company / Brand Registration	Label Registration Per Brand	Godown Requirement	Miscellaneous Expenses	Time For Processing
1	Jammu & Kashmir	2,00,000	50,000	YES	1,00,000	1-2 Months
2	Himachal Pradesh	0	25,000	NO	50,000	1-2 Months
3	Punjab	0	1,25,000	NO	50,000	15 Days
4	Uttrakhand	10,00,000	1,50,000	YES	2,00,000	1-2 Months
5	Delhi	25,00,000 (Per brand)	50,000	YES	1,00,000	1-2 Months
6	Haryana	1,00,00,000	1,00,000	YES	3,00,000	1-2 Months
7	Assam	5,00,000	1,00,000	NO	1,00,000	1-2 Months
8	Madhya Pradesh	5,00,000	1,00,000	YES	2,00,000	1 Month
9	Maharashtra	10,00,000	10,000	NO	1,00,000	1-2 Months
10	Karnataka	5,00,000	1,00,000	NO	1,00,000	1-2 Months
11	Telangana	10,00,000	1,00,000	NO	1,00,000	1-2 Months
12	Andhra Pradesh	5,00,000	1,00,000	NO	1,00,000	1-2 Months
13	Kerala	12,00,000	50,000	NO	1,00,000	Upon Tender
14	Chhattisgarh	5,00,000	1,00,000	NO	2,00,000	Upon Tender
15	Odisha	5,00,000	10,000	NO	1,00,000	2-3 Months
16	Jharkhand	5,00,000	1,00,000	YES	1,00,000	1-2 Months
17	West Bengal	5,00,000	50,000	NO	1,00,000	1-2 Months
18	Daman	0	50,000	NO	20,000	1-2 Months
19	Silvassa	0	50,000	NO	20,000	1-2 Months



Minimum Order Quantity

Sr.No	Item Name	Size	MOQ	Price Per Item	Amount	Lead Time
1	Guala Cap	750 ML	50000	5.30	2,65,000/-	60 Days
2	Guala Cap	1000 ML	50000	5.30	2,65,000/-	60 Days
3	NIP Guala	NIP	100000	1.77	1,77,000	60 Days
4	CC Boxes	750 ML	5000	35.40	1,77,000	20 Days
5	CC Boxes	1000 ML	5000	37.76	1,88,800	20 Days
6	CC Boxes	375 ML	5000	38.94	1,94,700	20 Days
7	CC Boxes	180 ML	5000	41.30	2,06,500	20 Days
8	CC Boxes	90 ML	5000	47.20	2,36,000	20 Days
9	Labels	750 ML	30000	1.10	33,000	15 Days
10	Labels	1000 ML	30000	1.15	34,500	15 Days
11	Labels	375 ML	24000	0.85	20,400	15 Days
12	Labels	180 ML	50000	0.50	25,000	15 Days
13	Labels	90 ML	100000	0.30	30,000	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					



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Product Portfolio of Bacchus Brands



Whisky, Gin, Vodka, Rum, and Brandy



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Thank You!!

GET IN TOUCH WITH US



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BACCHUS ENTERPRISES LTD.

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Bottling Plant

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