

Northern Spirits Ltd. (NSL) had embarked in 2012 on a journey as Northern Spirits Pvt. Ltd to make a mark in the liquor business.

Northern Spirits chose New Delhi (NCR) as its business capital, the paradise that constantly brews promises for the liquor entrepreneurs. NCR cherishes the pride of a trendsetting alcohol consumption pattern that has inspired Northern Spirits to select New Delhi as the starting point. And the best thing is that it has been enjoying a business growth of 40% YOY for last 4years.

The Promoters of Northern Spirits have a commendable experience of more than 35 years that includes: A strong start in Punjab since 1975 and then in Maharashtra through 'Wine Enterprises' since 1991. In the year 2002-03 the entrepreneurial Journey of our promoters, commenced in the state of West Bengal.

This background lays the foundation for Northern Spirits Ltd to be a Pan-Indian operator along with key indicators which instill confidence within its channel partners. NSL is adorned with experienced office, Commendable sales persons and experts and efficient professional managers.

All the major global brands have their head offices in NCR and this has been a drive for NSL to be a Pan-Indian player. With a well-organized professional team, NSL has grabbed all the opportunities that NCR has to offer. Giving serious attention to the efficiency and good performance has opened up big opportunities to distribute brands across high consumption states and union territories of:

- ✓ Chandigarh
- ✓ Uttar Pradesh
- ✓ Himachal Pradesh
- ✓ Punjab

NSL is evolving its imperial status with a widely growing distribution that includes the import of some exotic blends along with its Agency Brands and Franchisee Ownership for some class-apart liquors. NSL is engaged in the business of importing and distribution of Whisky, Vodka, GIN, Red and white wine, Beer, tequila etc.

BUSINESS MODEL OF NORTHERN SPIRITS LIMITED

Agency Brands Distribution:

- William Grants / Bacardi & Pernod Ricard are the market leaders in their own respective categories in the world as well as in India.
- We continue to make inroads in New Delhi, Assam, Arunachal Pradesh, Meghalaya, Kolkata through our exclusive distribution contracts with them.
- Robust growth in West Bengal due to exclusive rights of Brands like 100 pipers/ Ballantine / chivas regal / royal stag etc
- Expanding into Retail Business as well

**DETAILED CHART OF BRANDS AND OUR PAN INDIA PRESENCE
IS ENUMERATED BELOW**

AGENCY BRANDS									
WILLIAM GRANTS INDIA	BACARDI INTERNATIONAL BRANDS	BACARDI IMFL	PERNOD RICARD INDIA PVT. LTD.	ABINBEV	BROWN FORMAN	CAMPARI INDIA PVT LTD	UB GROUP	IMPORTED WINES	CARLSBERG INDIA
BRANDS									
GLENFIDDIE H 12/15/18/21 Y.O. SINGLE MALT WHISKY	GREY GOOSE LUXURY VODKA	BREEZERS	CHIVAS REGAL	CORONA/HOEGARDEN / LEFFE/ STELLA/ BUDWEISER	JACK DANIELS BOURBON	CAMPARI BITTER	HEINEKEN /KINGFISHER LAGER/ ULTRA/ ULTRA MAX/ KINGFISHER STRONG	PASQUA CHIANTI DOCG	CARLSBERG LAGER/ ELEPHANT
BALVENIE 12/14/17/21/ 30 Y.O. SINGLE MALT WHISKY	BOMBAY SAPPHIRE GIN	BACARDI WHITE RUM	100 PIPERS SCOTCH WHISKY		GENTALMAN JACK	APEROL LIQUEUR		PASQUA PINOT GRIGIO DELLE VENEZIE DOC	TUBORG LAGER / STRONG
MONKEY SHOULDER BLENDED SCOTCH WHISKY	PATRON TEQUILA	WILLIAM LAWSON SCOTCH WHISKY	BLENDERS PRIDE		SINGEL BARREL WHISKY	GLEN GRANT SPEY SIDE SINGLE MALT		FIVE RESERVE CABERNET SAUVIGNON	CARLSBERG SMOOTH
HENDRICKS GIN	AULTMORE SINGLE MALT		BALLANTINE FINEST WHISKY			BULLDOG GIN		FIVE RESERVE CHENIN BLANC	
	MARTINI BRANDS					SKY VODKA		JOLI-PITTPERRIN MIRAVAL COTES DE PROVENCE ROSE	

OUR COMPETITIVE STRENGTH

The following are the key strengths which our Company believes enable it to be competitive in its business:

1) Good Knowledge of the market and regulatory environment

We believe that we have good knowledge of the market and regulatory environment that assists us in identifying opportunities in this region where we operate.

2) Experienced Management and Promoter

The company started with the object of carrying business in trading of foreign liquor. The company is being managed by **Mr. Anuj Bakshi, Mr. Ankush Bakshi and Mr. Kulbir Bakshi** who have decades of experience to their credit in the foreign liquor industry. Our promoters have got the enriching experience in foreign liquor industry.

Further, our Company is managed by a team of experienced personnel exclusively focused on different aspects of our business operations. This experience and industry relations allow us to deliver end to end solution and hence ensure effective handling of client requirements. We believe that our management team's experience and their understanding of the business will enable us to continue to take advantage of both current and future market opportunities.

3) Quality Assurance

Our Company is dedicated towards quality of our products which has helped us to maintain long term relations with our customers and has also facilitated us to entrench with new customers.

4) Leveraging our Market Skills and Relationships

This is a continuous process in our organization and the skill that we impart in our people give importance to customers. We aim to do this by leveraging our marketing skills and relationships and further enhancing customer satisfaction.

5) Established relationship with customers and employees

As an established entity, in various aspects of the industry in India, we believe that we have managed to create, maintain and build our goodwill with customers.

OUR STRATEGIES

Our business strategy is to grow our business by increasing the scale and reliability of our business, and building trust with our clients. The following are the key strategies of our Company for its business:

1) Focus on Enhancing the Project Execution Capabilities

We intend to continue our focus in enhancing the project execution capabilities so as to derive benefits of client satisfaction by timely completion and improvement in the operating margins. We constantly endeavor to increase our productivity and make fuller utilization of assets by leveraging our operating skill and resources. We intend to continue our focus on performance and project execution in order to achieve maximum return from our resources. Efficient project management and execution will also enable us to gain good reputation among our clients and earn repeated orders from them.

2) Enhancing Operating Effectiveness and Efficiency

Our Company aims to continue to improve our operational effectiveness and efficiencies to achieve cost reductions including overheads. We believe that this can be done through continuous project review and timely corrective measures in case of diversion and technology upgradation.

3) Continue to Build-Up a Professional Organization

We believe in transparency, flow of information, and commitment to the work among our work force and with our valuable customers, suppliers, investors, government authorities, banks, financial institutions etc. We have employed experienced persons for taking care of our ongoing projects. For taking care of accounts and finance related matters we have employed finance professionals. We also consult with outside agencies on a case to case basis on technical and financial aspects of our business. Hence, the philosophy of professionalism is foundation stone of our business strategy and we wish to make it sounder and stronger in times to come.