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INDIA GLYCOLS LIMITED



IGL SPIRITS PRESENTATION

Spirits Division (Background)



INDIA GLYCOLS LIMITED

❖ Demographic Advantage for Spirits Companies in India

- **Young population between 20 to 35 is about 60% of Population of India**
- **Every year 20 million young consumers are being added in the consuming class**
- **Alcobeve / Country Liquor is becoming more acceptable socially, because it is made out of Grain ENA.**
- **Progressive state excise policy framework since every State Excise wants to increase its revenue, hence huge potential for growth.**
- **Country Liquor / Alcobeve represents an equally large market segment which is eventually expected to convert into IMFL**

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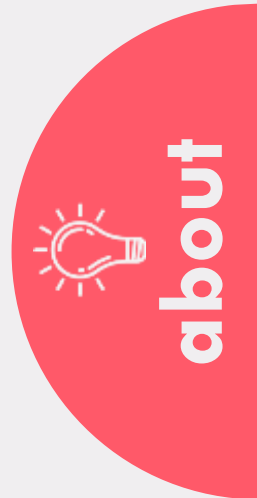
about



Spirits Division – Alcobev /CL Brands



- In U.P. we have leadership position and have high double digit market share since a long period of time. Our brand **Bunty Bubbly by Volume** is the largest selling brand in the entire country having sold over 14 million cases in a 2023-24.
 - The brand is listed in India Book of Records-2023.
- In Uttarakhand also we have leadership position. More than 1 out of 2 bottles sold in Uttarakhand, Alcobev brand/CL belongs to IGL.



Spirits Division – IMFL Brands



INDIA GLYCOLS LIMITED

- ❖ Our Brand Soulmate Whisky which is value category became a Millionaire case sale brand in 2023-24
- ❖ Company felt the need to *premiumise* its products because of two inherent advantages:
 - Captive Source of Best Quality ENA which is made at both our Kashipur & Gorakhpur Distilleries
 - Company has excellent packaging standards & Quality consciousness
- ❖ IGL is a co-packer/business partner for making IMFL Brands for a top multinational company for over a decade. The company has maturation facilities of world class standards as per SOP of the MNC.
- ❖ IGL makes over a million case of RTD's per year as well as another one million cases of high quality of IMFL Brands for the MNC supplying to all over North and East India.
- ❖ All the brands of the MNC's are made only out of IGL's ENA.

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1999

Distillery at Kashipur

Commissioned an 85,000 BL PD new continuous process distillery, enhancing its production capabilities



2002

Bottling Plant

Established a bottling plant, further integrating its production and distribution processes, also start of IMFL & Alcobev/CL business..



2003

ENA Plant

Commissioned an Extra Neutral Alcohol (ENA)/Ethanol plant, underscoring its commitment to high-quality spirits production.

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2006

Gorakhpur Plant

Commissioning of Gorakhpur Plant



2010

Co-Packing

Started Co-Packing with Bacardi all brands



2014

Rum Maturation Plant

Started rum maturation plant for Bacardi brands.

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2021

IMFL Brands

New Brands for IMFL at Kashipur and Gorakhpur started.
Single Reserve Whisky & Amazing Vodka plain and flavours started.



2022

Grain Plant

New Grain based plant in Gorakhpur and Kashipur.



2023

New IMFL Brands Added

Zumba Rum series for White rum and Black rum started.

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2024

IGL-Amrut Partnership

Partnership with Bangalore-based Amrut Distilleries



2024

New Organic & Inorganic brands added

Launched IGL's **Amazing Whisky**, Amrut's **MaQintosh Special Edition Whisky**, **MaQintosh White Label Whisky** & Amrut's **Old Port Rum**



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Bacardi @IGL



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Bacardi Range produced @IGL_Kashipur

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2022

GOLD

Award for Liquid Tasting



2022

SILVER

Award for Packaging



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Spiritz Selection Awards



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2023

GOLD

Award for Liquid Tasting



2023

GOLD

Award for Packaging



2024

GOLD

Award for Best Vodka in
501-1000 INR Range



Spiritz Selection Awards

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2023

GOLD
Award for Liquid
Tasting



2024

BRONZE
Award for One of the
best Rum in 501-1000
INR Range



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2024

GRAND GOLD

Award for Best Quality & Packaging in 1001-2000 INR Range



2024

GOLD

Award for Best Whisky in 1001-2000 INR Range



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Soulmate Blu Premium Whisky



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Millionaire case sale brand of IGL in 2023-24.

Leader brand in its category in Uttarakhand.

Challenger brand in Delhi Market and is among the top three selling brands in its category.

Soulmate Blu is known for its consistent quality and smooth blend.



Amazing Whisky



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Amazing Vodka

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Amazing Vodka has been created three years ago and already it is among the top 3 brands of vodka launched in Uttar Pradesh, Uttarakhand, Delhi etc.

The brand commands double digit market share in all the markets it has been launched; which talks about its refined quality.

The vodka is made out of imported flavours from Germany.

Five times filtered to give it extra smoothness.



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Zumba Lemoni Naturally Citrus Rum



IWSR data



Zumba Lemoni Citrus White Rum is a refreshing alcoholic drink.

The brand was launched in premium segment couple of years ago and already commands double digit market share in Delhi, Uttarakhand, Uttar Pradesh, Paramilitary etc.



Amrut's MaQintosh Whisky



Amrut Chairman, the late Shri Neelakanta Rao Jagdale, conceived this brand in 1988.

The aim was to show that an Indian company could produce premium whiskies to rival Indian-made Scotches.

Maqintosh distinguishes itself in its price range with smoky, peaty notes and a smooth, floral, nutty taste.

The brand is now sold in over 20 states across India.





INDIA GLYCOLS LIMITED

Amrut's Maqintosh White Label Whisky

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MaQintosh White Label is a new variant of the mother brand MaQintosh first time being launched under the partnership of Amrut-IGL.

The brand is aimed at Young & Trendy consumers.

The overall packaging gives a very contemporary look and is capable of getting new recruits as well as market share from leader brands.



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Amrut's Old Port Rum



This brand is the 6th biggest selling rum in the world and maintaining its record for the last several years, selling 2.1 million cases in 2023.

[Source: The world's biggest-selling rum brands – The Spirits Business (Dated: 04 July 2024)]

This brand has a very special character which is very unique and cannot be found in the other rums in the market.

**[Source: The world's biggest-selling rum brands – The Spirits Business (Dated: 04 July 2024)]



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THANKYOU



GRATITUDE

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