



PROMOTING BRANDS. DELIVERING GROWTH.

KASH SPIRITS & BEVERAGES INC.

COMPANY PROFILE 2023-2024 ONWARDS



KASH SPIRITS & BEVERAGES INC.

We are your trusted growth partner in the liquor marketplace in Northern zones!

The company was founded by Mr Baljinder Kashyap, who has 35+ years of proven excellence in delivering business growth across segments and categories in the liquor industry.

Kash Spirits & Beverages Inc. is rapidly driving growth for a distinguished portfolio of liquor brands across North India. We are exclusive distributors of select premium spirit brands and open distributors of many renowned liquor companies in Punjab, including all major beer brands like **Bira, Kingfisher, Tuborg**, etc.



OUR KEY PARTNERS IN PUNJAB

- › ALLIED BLENDERS AND DISTILLERS PVT. LTD.
- › RADICO KHAITAN LTD.
- › WILLIAM GRANTS PVT LTD.
- › KYNDAL INDIA PVT. LTD.
- › SUNDOWN SPIRITS
- › HEMA CONNOISSEUR COLLECTIONS (P) LIMITED
- › GOLDEN MOMENTS BREWERIES PVT. LTD.
- › FRATELLI WINES PVT. LTD.



MISSION FOR 2024-2025

Entering into Delhi, Haryana & Chandigarh

Kash Spirits & Beverages Inc. commenced its business in the state of Haryana under the Excise Licence L1 AB1 in October 2024 focusing on the Gurgaon market and opening in the Chandigarh market too.

We are growing our footprints by operating in the flourishing regions of Haryana and Chandigarh. We aim to increase our width in the prime states, Delhi, UP, Rajasthan, HP and Uttarakhand, across India by February/March 2025.



BRANDS EXCLUSIVELY REPRESENTED BY US IN HARYANA

FOR BEER

KIMAYA HIMALAYAN BEVERAGES LLP
BEE YOUNG SMASH
CRAFTED STRONG BEER

MEDUSA BEVERAGES PVT. LTD.
MEDUSA BEER

KASH SPIRITS & BREWERIES INC.
BUSHWHACKER STRONG BEER

MOHAN MEAKIN LTD.
GOLDEN EAGLE BEER

SOM DISTILLERY
HUNTER BEER

BNM BREWERIES
BUNKER STRONG BEER



FOR WINE

GOOD DROP WINE CELLARS PVT. LTD.
RIO FIZZY WINE

7 PEAKS WINERY
7 PEAKS CHENIN

FRATELLI WINES

Note: We are excited to announce that we will soon expand our services to all 22 districts of Haryana.



LAUNCHED

OUR OWN BEER BRAND IN INDIAN MARKET
CRITICALLY ACCLAIMED, MULTIPLE-AWARD-WINNING
BUSHWHACKER BEER FROM NEW ZEALAND

Here's to the fearless. Raise a toast to the
explorer within you. Adventure beckons!

LICENSED DISTRIBUTOR PAN INDIA (2024)

Kash Spirits & Beverages Inc. secured a licensing and distribution deal for the entire Indian market with Bushwhacker beer from New Zealand.

Born in New Zealand and awarded worldwide, Bushwhacker embodies the plucky intrepid Kiwi spirit. It's somewhere between a farmhouse ale and a meta-modernist take on the traditional beer style known as Saison.

The courage to defy definitions by leaping across space, time and styles has earned them awards across continents and oodles of love everywhere.

MEET THE MASTER BREWER OF BUSHWHACKER BEER

Mr Alok Singh Sandhu

A veteran with diverse international experience in the development, brand management and marketing of successful beer brands, he has keen product and consumer insights into the global craft beer industry.

A corporate executive turned master brewer, Alok's passion for brewing led him to take a deep dive into brewing science. He honed his craft with the mentoring of international experts and created the Bushwhacker beer brand in New Zealand.

Since then, Bushwhacker has won critical and consumer acclaim and awards in beer competitions across Australia, Europe and North America.



"It's not the mountain we conquer but ourselves."
- Sir Edmund Hillary 1953-2008
(New Zealand Mountaineer & the first man to conquer the peak of Mt. Everest)

Bushwhacker

BORN IN NZ

SAVOUR THE
JOURNEY AND THE TASTE OF
NEW ZEALAND HOPS!

Follow us on  bushwhackerbeer



ORGANISATIONAL FRAMEWORK



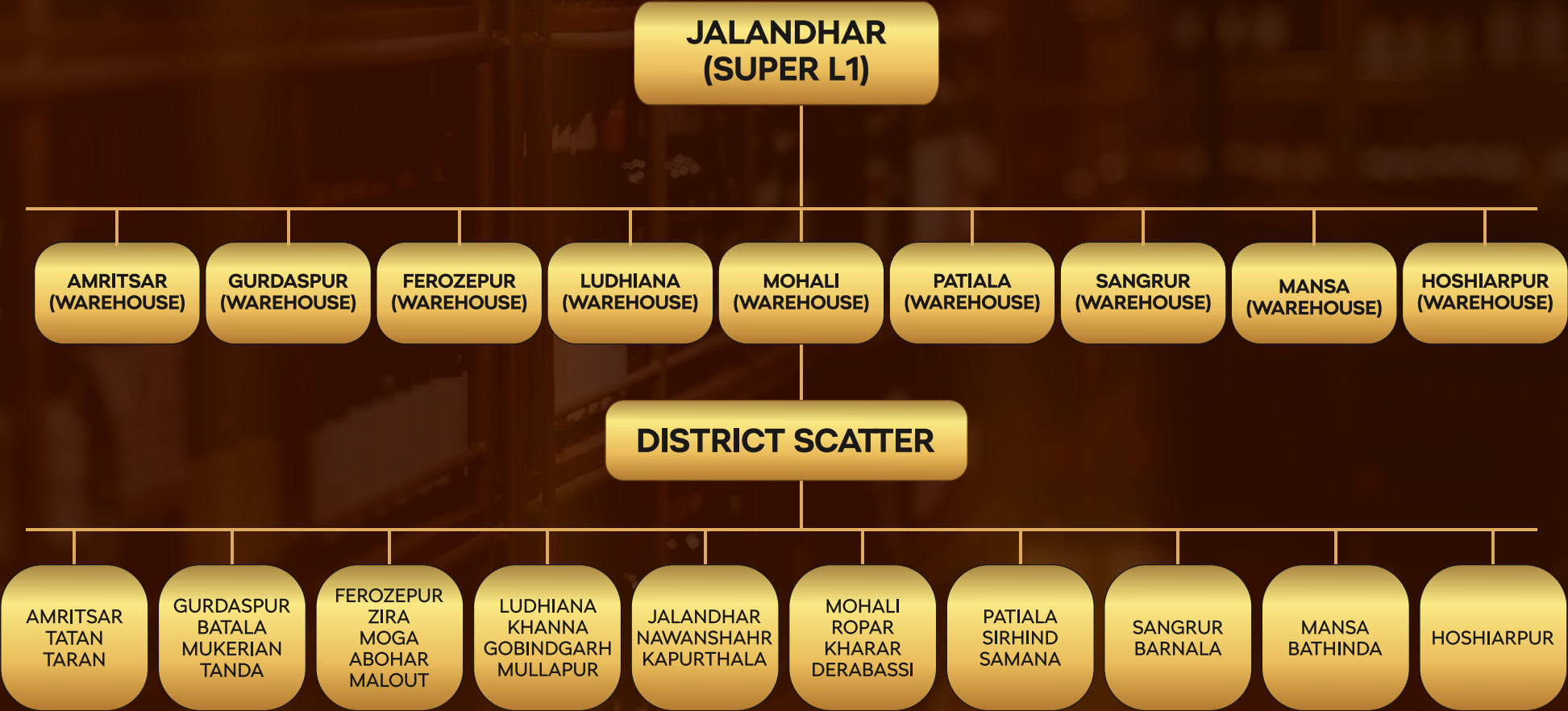
Our executive board consists of seasoned professionals with a strong presence in the liquor trade across Punjab. They ensure optimal operational efficiency, strict adherence to standard operating procedures, rigorous quality checks, and seamless customer service.

Our highly experienced team in other verticals complement the executive board for a streamlined and efficient workflow.

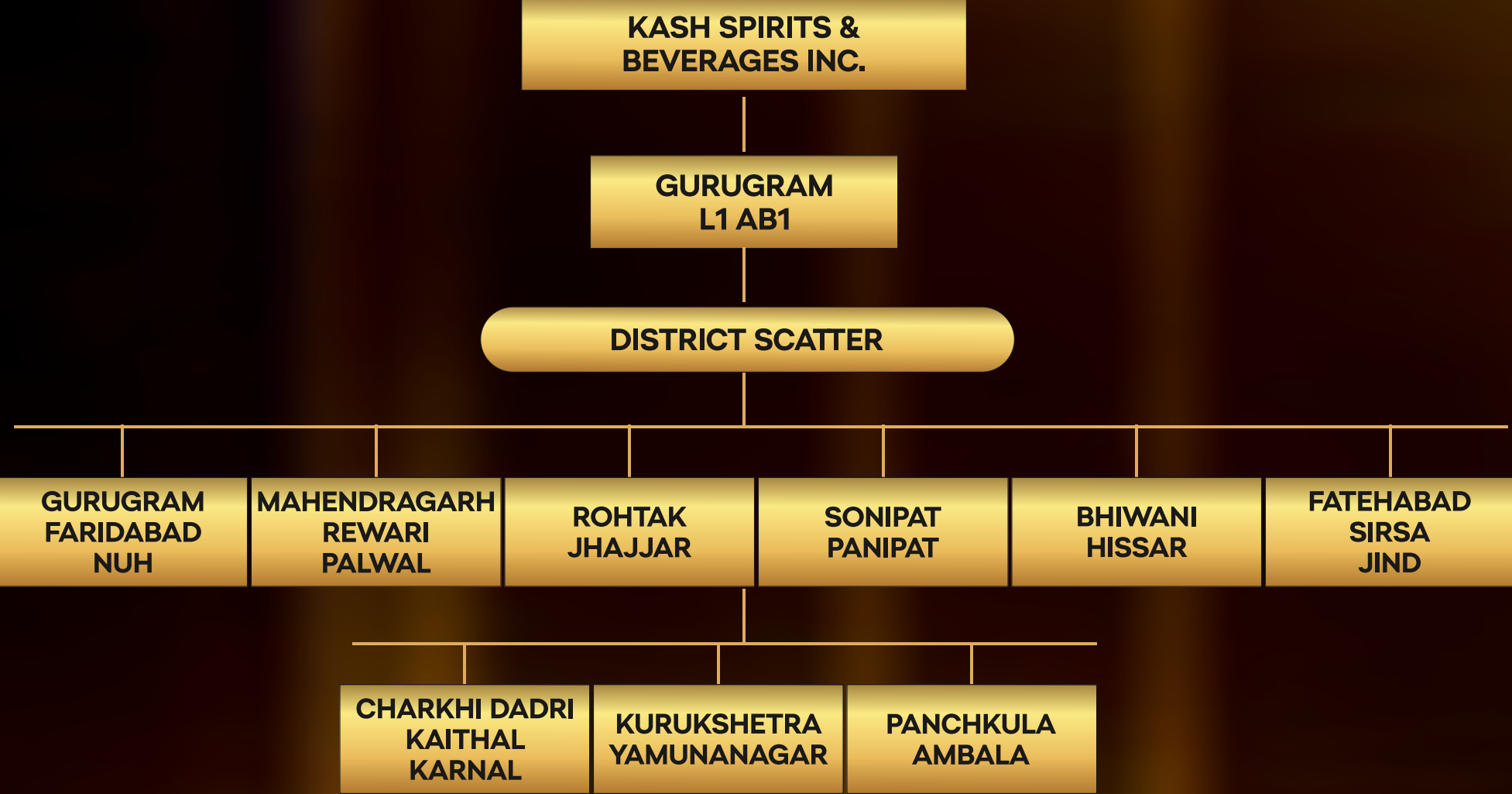
WAREHOUSE & SUB WAREHOUSES

In Punjab, Kash Spirits and Beverages Inc. operates several warehouses. Our primary logistics centre is located in Jalandhar, and we are expanding our network of sub-warehouses in various cities, offering express distribution services.

We have expanded our comprehensive services from Amritsar to Mohali and many districts in between.



OPERATIONAL HIERARCHY:
HARYANA, CHANDIGARH & DELHI



OPERATIONAL HIERARCHY: PUNJAB



WHY CHOOSE US?

KASH SPIRITS & BEVERAGES INC. OFFERS YOU INTEGRATED, END-TO-END SERVICES FOR YOUR LIQUOR BUSINESS.

So that you can focus on your core competence in production, we take care of everything else downstream. We have you sorted and covered, be it conceptualization, sales, marketing, business development, channel management or handling the corporate affairs interface for your business.

ABOUT THE TEAM



Mr Baljinder Kashyap
Founder & CEO

Mr Baljinder Kashyap, Kash Spirits And Beverages Inc., is a senior business leader with an unparalleled 35+ years of demonstrated hands-on expertise and in-depth domain experience in the liquor business. His enduring relationships with prestigious liquor brands stand as proof of his significant role in driving consistent performance and surpassing business targets for every brand he has collaborated with.



Mr Gitansh Kashyap
Chief Operating Officer (COO)

Mr Gitansh Kashyap is a dynamic young executive with dexterity in providing turnkey solutions in the spirits sector. Under the aegis of his father, Mr Baljinder, he has earned expertise and recognition in all verticals, from marketing strategies to distribution, management, and sales advancement for our exclusive clients in different regions.

FOUNDER'S DYNAMIC GROWTH PORTFOLIO

CONSULTANT (2022 - PRESENT)

RAJWINDER SINGH, L1
JALANDHAR, PUNJAB

PROPRIETARY PARTNERS OF KASH SPIRITS

As the strategic and operational leader and veteran brand promoter of the firm Rajwinder Singh L1, Mr Baljinder Kashyap's role and commercial acumen have been pivotal in winning exclusive distribution rights for top-of-the-line spirit brands in Punjab. Under his hands-on leadership, the firm's business volumes and sales turnover have surged from Rs 31 crores in 2021-2022 to a whopping 177 crores in 2022-2023 and 229 crores in 2023-24. Our goal is even higher this financial year, and we are currently on a growth trajectory to surpass last year's number.

LANDMARK SALES TURNOVER		
2021-2022 31 CRORES	2022-2023 177 CRORES	2023-2024 229 CRORES

ESTABLISHED RELATIONSHIPS WITH RENOWNED BRANDS

CONSULTANT (2020 - 2022)	CONSULTANT (2019-2020)	SENIOR V. P. SALES (2013-2019)	PROMOTER FOR VARIOUS LIQUOR BRANDS (1989-2013)
CHADHA SUGAR INDUSTRIES PVT. LTD. ADIE BROSWON GROUP PUNJAB/CHANDIGARH	NV DISTILLERIES & BREWERIES PVT. LTD. PUNJAB/CHANDIGARH	A.B.GRAIN SPIRITS PVT. LTD. ADIE BROSWON GROUP NORTH ZONE	CFA, JAGATJIT INDUSTRIES LTD., HIMACHAL PRADESH (2008-2013)
			CFA, KHODAY INDIA LTD., PUNJAB/CHANDIGARH (2009-2011)
			CFA, JOHN DISTILLERIES LTD., PUNJAB/HIMACHAL PRADESH (2008-2010)
			CFA (NV GROUP), NV DISTILLERIES LTD., A.V.P. SALES (NORTH) (2007-2008)
			ASST.V. P., ALLIED BLENTERS & DISTILLERS PVT. LTD. (1992-2007)
			REGIONAL SALES EXECUTIVE (SHAW WALLACE GROUP), CRUICKSHANK & CO. LTD. (1990-1992)
			SALES REPRESENTATIVE (UB GROUP), CONSOLIDATED DISTILLERY LTD. (1989-1990)

SIGNIFICANT ACHIEVEMENTS

WITH ADIE BROSWON GROUP

- ▶ Envisioned and created the group's private-label beer brand, Rockberg Beer, from scratch. Incubated the brand and successfully led its sales growth to cross 1 million cases/annum in a short span of 5 years between FY 2013-14 to FY 2018-19.
- ▶ Built and rapidly scaled up budget IMFL Brands like Master Moments and Patiala Peg to over 2.5 lakh cases in Punjab in 3 years.
- ▶ Exponentially grew the company's 'country liquor' business in Punjab from a mere 2 lac cases to a massive 24 lakh cases annually, clocking a blistering growth rate of close to 350% YoY.
- ▶ Expanded 'Beer & IMFL' business from a single state to more than eight states in PAN India successfully.
- ▶ Integrated the company's vertical with retail business in North India proficiently.
- ▶ Promoted the group business to capture a retail outlet market share of around 18% in Punjab.

WITH ABD BRANDS (ALLIED BLENDERS & DISTILLERS)

- ▶ Maintained the no. 1 position with consistent sales growth of company brands for 7 consecutive years (2000-2007) in Chandigarh Market.
- ▶ Created a new sales record for 'Officer's Choice Whisky' surpassing the target to cross 1 million cases (11.32 lac cases) annually in FY 2006-07. Thus contributed to 70% of the sales in North Zone (1 & 2) charting a growth rate of over 100%.



OUR VISION

To reinforce the foundation of our reliable partnership in delivering comprehensive services and to become the leading choice in the liquor distribution sector.

AND MISSION

- › Delving deep into market penetration through innovative strategies and state-of-the-art facilities.
- › Offering customized solutions led by integrity, transparency, quality and commitment to the needs of our clients.



OUR EXCLUSIVE DISTRIBUTION PARTNERS





WE LOOK FORWARD TO COLLABORATING WITH YOU.
LET'S CONNECT NOW!

REGD. OFFICE:




17 DONVALE ROAD, STOUFFVILLE,
ONTARIO, CANADA, L4A2G3



CORPORATE OFFICE:

SCF 110, SECTOR 64, S.A.S. NAGAR,
MOHALI, PUNJAB-160062

WAREHOUSE:

PLOT NO. 16, KHASRA NO. 1035/2,
VILL. KHANDSA, NEAR SHANTI ISPAT UDYOG,
SECTOR-37, GURUGRAM-122001 (HR)

 +91 +91 91155 33744 |  Customer Care Number: +91 98149 68068 |  business@kashspirits.com

 www.kashspirits.com | Contact Us  kashspirits