Whitespirit Brew Private Limited

Liquor Line Expansion Project

WWW
whitespiritbrew.
COM

Prepared for
Investment & Business Associates

January, 2022

WSB EXPANSION PROJECT INDEX

PAGE NO.	PROJECT TOPICS
PAGE NO. 01	**WSB Background**
PAGE NO. 02	**Our Team**
PAGE NO. 03	**Company Profile**
PAGE NO. 04	**Mission & Vision Statement**
PAGE NO. 05	**WSB 7 Values**
PAGE NO. 06	**Sale & Purchasing License**
PAGE NO. 07	**WSB Approved Labels in UP**
PAGE NO. 08	**Whitespirit Brew Official Documents**
PAGE NO. 09-11	**WSB Marketing & PR Coverages**
PAGE NO. 12	**WSB Marketing & Media Links**
PAGE NO. 13	**WSB Advance Orders**
PAGE NO. 14-19	**WSB Product Sales Forecast Report**
PAGE NO. 20-21	**WSB Revenue & Expenses Forecast Report**
PAGE NO. 22-25	**Liqour Marketing Research 2022-2025**
PAGE NO. 26-27	**Production Manufacturing Cost Sheet**
PAGE NO. 28-29	**Marketing, Media Expenses**

Background

White Spirit Brew symbolizes living easier with the purity of delusion and alcoholic spirit. Partners of WSB have been working since 2018 & it took years of experience, a detailed knowledge of distilleries to work over this. Now it comes on the market by 2021. The Company is engaged in the business of manufacture purchase and sale of beverage alcohol (spirits and wines) including through tie-up manufacturing units and strategic brand franchises. WSB operate in two geographic segments: India and outside India. The Company's portfolio includes brands such as Alden Vintage Whiskey and Crazy Eights Premium Whiskey. In 2022 Company will launch his Chill & Thrill Beer, Rum and Wine. Together with the wide variety of product range, White Spirit Brew will aim to deliver a special experience to the business associates or distributors. A unit of hard-working enthusiasts manages and runs the company. We are committed with distributors in providing quality of product to our clients.

Our Team

Biri Kakum
CMD & Business Partner

Karan Gupta
Founder and MD

Arun Gautam
Founder and CEO

Rohit Singh Chauhan
Founder and CM

Brijesh kumar
Founder, Business head and COO

Biri kando
Director

व्हाइट स्पिरिट ब्रू ने बाजार में पेश किए पानी के दो नए ब्रांड

ई दिल्ली/न्यूज ऑफ दि डे। व्हाइट स्पिरिट ब्रू (डब्लूएसबी) ने आज बाजार में दो ये वाटर ब्रांड लॉन्च किए। कंपनी ने दो नए त्पाद, एल्डन स्पार्कलिंग वॉटर और क्रेजी एट्स पैकेजिंग वॉटर लॉन्च किए। ये नया लॉन्च कंपनी द्वारा व्हाइट स्पिरिट ब्रू (बेवरेजेज एंड नाइफस्टाइल प्रोडक्ट्स) को सफलतापूर्वक लॉन्च करने के कुछ ही महीनों के बाद किया ना रहा है। कंपनी द्वारा एल्डन स्पार्कलिंग पानी की कीमत किफायती रखी गयी है। एक लीटर एल्डन स्पार्कलिंग पानी की कीमत 30 रुपये, जबकि 500 मिली लीटर और 250 मिली लीटर की कीमत क्रमशः 15 और 10 रुपये है। दूसरी ओर, क्रेजी एट्स पैकेजिंग वाटर की कीमत एक लीटर के लिए 20 रुपये, 500 मिलीलीटर के लिए 10 रुपये और 250 मिलीलीटर के लिए 6 रुपये रखी गई है। एल्डन स्पार्कलिंग पानी एक अत्यधिक ताजा हल्का गोडा है। यह स्पार्कलिंग पानी आपके मॉकटेल के लिए एक आदर्श मिश्रण होगा। हमने एक नहन निस्पंदन प्रक्रिया द्वारा इस स्पार्कलिंग पानी

की स्थिरता और शुद्धता बनाए रखी है। हमारे एल्डन स्पार्कलिंग पानी में अतिरिक्त खनिज भी शामिल हैं जो इसे पार्टियों और व्यक्तिगत उपयोग के लिए आपकी पहली पसंद बना देगा। हमारा क्रेजी आठ पैकेजिंग पानी बहुत जल्द आपकी प्यास बुझाने का एकमात्र विकल्प होगा। यह पैकेज्ड पानी एक उच्च गुणवत्ता व सख्त जांच प्रक्रिया के साथ बनाया जा रहा है। किसी भी पहलु से ज्यादा हम ग्राहकों की संतुष्टि में विश्वास रखते हैं, डब्ल्यूएसबी के एमडी करण गुप्ता ने कहा। कंपनी के चेयरमैन और सीएफओ रोहित सिंह चौहान ने कहा, हमारे दो नए उत्पाद, एल्डन स्पार्कलिंग वॉटर और क्रेजी आठ पैकेजिंग वॉटर कड़े परीक्षण और गुणवत्ता आश्वासन के बाद बाजार में आ रहे हैं। हमारे उत्पाद शुद्धता और गुणवत्ता का सही मिश्रण होंगे। मुख्य कार्यकारी अधिकारी अरुण गौतम ने कहा, हमें एल्डन स्पार्कलिंग वॉटर और क्रेजी आठ पैकेजिंग वॉटर को बाजार में पेश करते हुए खुशी हो रही है।

Company Profile

Fioxa Global Group of companies began in 2015. We never knew where to begin and in which direction to walk. We launched our first venture "FIOXA GLOBAL" as an IT enterprise in 2015 where we worked for many significant clients & performed under IT solutions. FIOXA GLOBAL became the most wanted hardworking business in these years. Then we began our second company "FIOXA GLOBAL EVENTS AND ENTERTAINMENT" in 2016 because other members of directors were passionate to work in the event industry. FGEE was delivering services like (ATL, BTL, BRAND ACTIVATION, BRAND PROMOTION, BRAND STABILITY, SEMINARS, CORE CORPORATE, ETC.) to clients day and night. After this, we had set our vision and followed the process of motion where we most wanted to be. Now we got our halfway reached & started our third venture "FIOXA GLOBAL COMMUNICATION COUNCIL" in 2019 where we were providing services like (MR/PR, DGM, 360 MARKETING, EVENT AND FESTIVAL, ETC.) and set our IP's in festivals and at this point of time we had learned to "Never quit". It is the easiest cop-out on the planet. Set a target and don't stop before you achieve it. Here we get moving with our fourth venture "DOERSF" in 2020 in offering international BPO services to our clients. Now we set our target too low and reached our mark. Last but not least we inaugurate our most desired venture "WHITE SPIRIT BREW" in 2021 where we are leading into our own product manufacturing,here we are working under a strategic channel for hike of the sale in our Alcoholic Beverages & Lifestyle Products. Almost 6 years of past experience made us wiser so that we can build our companies best future with the end to end services.

Mission & Vision Statement

We provide world-class liquors, making every occasion a celebration.
Our mission is to constantly seek out high-quality beer, wine and spirits to share with our customers and community and to offer these products in an optimal shopping environment; friendly, informative and convenient.

To bring value to our stakeholders with our high-quality liquor brands, and memorable experiences.
To emerge as the most celebrated liquor manufacturing, distillation, and bottling sector company in India, as well as the world over.

WSB 7 Values

WE DO WHAT IS RIGHT

We believe in profit with honour. For us, this simply means doing what we say we'll do and acting with honesty, fairness and integrity.

WE BELIEVE IN DOING OUR BEST

We will give every single person we touch the best we can offer. We are passionate about our brands, products, and services.

WE TAKE ACCOUNTABILITY FOR OUR DECISIONS

We hold ourselves accountable for delivering results, we keep to our commitments, and we take responsibility for our actions.

WE THINK INNOVATION

Our innovation lends us agility and is driven by our understanding of what our customers and stakeholders need.

WE HELP OUR PEOPLE SUCCEED

We believe in treating each other with respect. We cultivate a culture that recognises the individuality and contributions of each of our employees, helping them to become productive and responsible members of society.

WE ARE A GOOD NEIGHBOUR

We are a positive force in our communities. We believe in doing what
is good for the greatest number of people.

WE ADVOCATE SUSTAINABLE DEVELOPMENT

We believe in using only what we need, and integrating sustainability practices into our operations. Water stewardship, energy optimisation and reducing waste are our key environmental priorities.

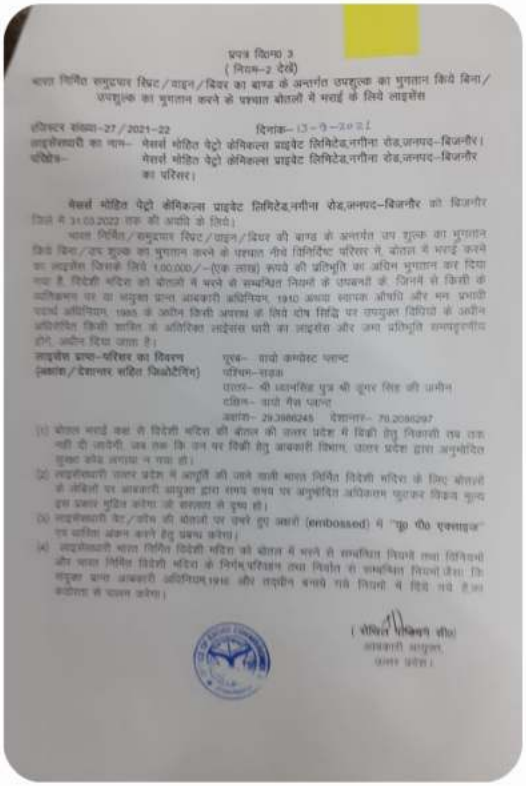
Sale & Purchasing License

OUR DISTILLERY UNIT BIJNOR

Mohitpetro-Chemical, Bijnor Uttarpardesh our Bottling Unit Licenses and images.

- Licence for Manufacturing & Sale-Purchasing in Uttarpardesh.
- Images for Distillery

IMFL Manufacturing License



प्रपत्र विज्ञप्ति 3
(नियम–2 देखें)
भारत निर्मित समुद्रपार स्पिरिट/वाइन/बियर का बाक्स के अन्तर्गत उपशुल्क का भुगतान किये बिना/ उपशुल्क का भुगतान करने के पश्चात बोतलों में भराई के लिये लाइसेंस

संख्या–27/2021–22 दिनांक– 13–9–2021

लाइसेंसधारी का नाम– मेसर्स मोहित पेट्रो केमिकल्स प्राइवेट लिमिटेड,नगीना रोड,जनपद–बिजनौर।
परिसर– मेसर्स मोहित पेट्रो केमिकल्स प्राइवेट लिमिटेड,नगीना रोड,जनपद–बिजनौर का परिसर।

मेसर्स मोहित पेट्रो केमिकल्स प्राइवेट लिमिटेड,नगीना रोड,जनपद–बिजनौर को बिजनौर जिले में 31.03.2022 तक की अवधि के लिये।

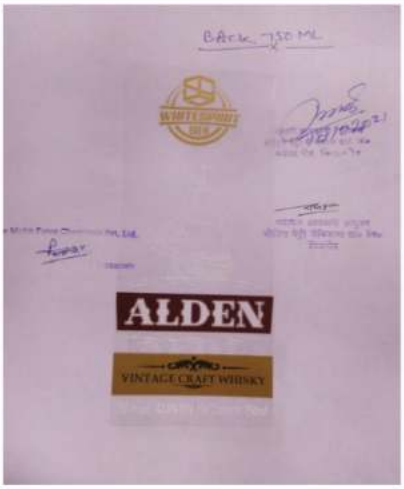
भारत निर्मित/समुद्रपार स्पिरट/वाइन/बियर की बाक्स के अन्तर्गत उप शुल्क का भुगतान किये बिना/उप शुल्क का भुगतान करने के पश्चात नीचे विनिर्दिष्ट परिसर में बोतलों में भराई करने का लाइसेंस जिसके लिये 1,00,000/–(एक लाख) रुपये की प्रतिभूति का अग्रिम भुगतान कर दिया गया है, विदेशी मदिरा को बोतलों में भरने से सम्बन्धित नियमों के उपबन्धों के, जिनमें से किसी के व्यतिक्रमण पर या शुल्क ग्राह्य आबकारी अधिनियम, 1910 अथवा स्वापक औषधि और मन प्रभावी पदार्थ अधिनियम, 1985 के अधीन किसी अपराध के लिये दोष सिद्धि पर उपयुक्त विधियों के अधीन अधिरोपित किसी शास्ति के अतिरिक्त लाइसेंस धारी का लाइसेंस और जमा प्रतिभूति समपहृतनीय होगा, अधीन दिया जाता है।

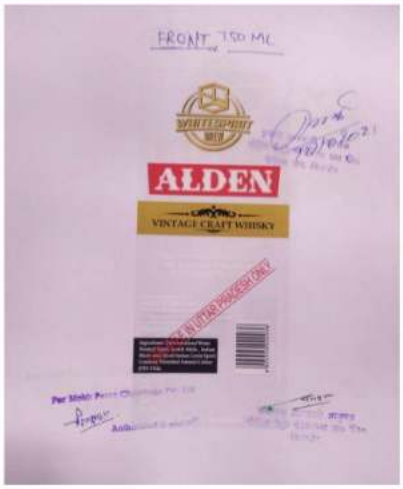
लाइसेंस प्राप्त–परिसर का विवरण (अक्षांश/देशान्तर सहित जिओटैगिंग)
पूरब– यादो कम्पोस्ट प्लान्ट
पश्चिम–सड़क
उत्तर– श्री धनसिंह पुत्र श्री सूरज सिंह जी जमीन
दक्षिण– यादो गैस प्लान्ट
अक्षांश– 29.3886245 देशान्तर– 78.2080297

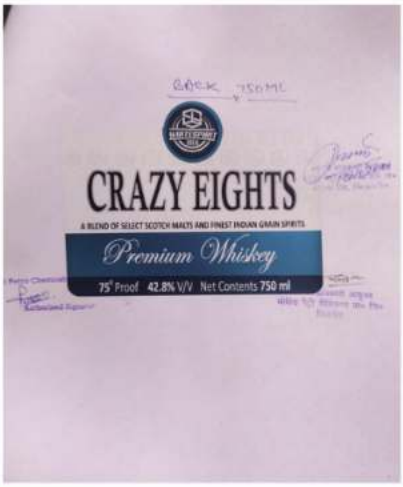
(1) बोतल भराई कक्ष से विदेशी मदिरा की बोतल को उत्तर प्रदेश में बिक्री हेतु निकाली तब तक नहीं दी जायेगी, जब तक कि उन पर बिक्री हेतु आबकारी विभाग, उत्तर प्रदेश द्वारा अनुमोदित मुहर लेबल लगाया न गया हो।
(2) लाइसेंसधारी उत्तर प्रदेश में आपूर्ति की जाने वाली भारत निर्मित विदेशी मदिरा के लिए बोतलों के लेबिलों पर आबकारी आयुक्त द्वारा समय समय पर अनुमोदित अधिकतम खुदरा विक्रय मूल्य इस प्रकार मुद्रित करेगा जो सरकार से दृष्य हो।
(3) लाइसेंसधारी कैप/लीक की बोतलों पर उभरे हुए अक्षरों (embossed) में "यू पी एक्साइज" एवं धारिता अंकन करने हेतु प्रबन्ध करेगा।
(4) लाइसेंसधारी भारत निर्मित विदेशी मदिरा को बोतल में भरने से सम्बन्धित नियमों तथा विनियमों और भारत निर्मित विदेशी मदिरा के निर्माण,परिवहन तथा निर्यात से सम्बन्धित नियमों जैसा कि समुद्रपार आबकारी अधिनियम,1966 और तद्धीन बनाये गये नियमों में दिये गये हैं का कठोरता से पालन करेगा।

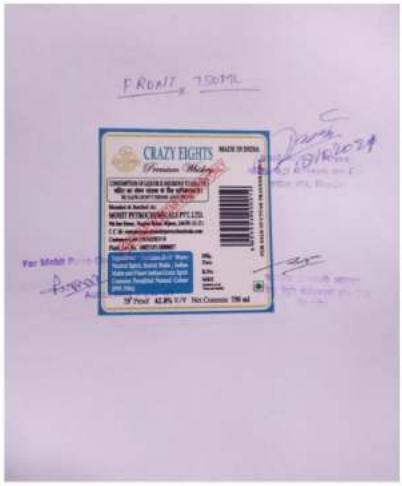
(रोहित सिंह सैनी)
आबकारी आयुक्त,
उत्तर प्रदेश।

WSB approved Labels in UP



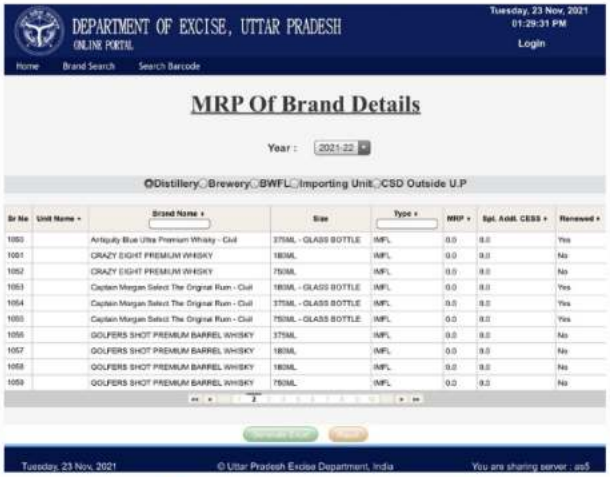






OUR PRODUCTS DETAILING

- GS1 License
- All approved Label in Uttarpardesh
- Use Full Links to Acknowledge products
- Department of Excise, Uttarpardesh link



Sr No	Unit Name	Brand Name	Size	Type	MRP	Spl. Addl. CESS	Renewed
1050		Antiquity Blue Ultra Premium Whisky - Civil	375ML - GLASS BOTTLE	IMFL	0.0	0.0	Yes
1051		CRAZY EIGHT PREMIUM WHISKY	180ML	IMFL	0.0	0.0	No
1052		CRAZY EIGHT PREMIUM WHISKY	750ML	IMFL	0.0	0.0	No
1053		Captain Morgan Select The Original Rum - Civil	180ML - GLASS BOTTLE	IMFL	0.0	0.0	Yes
1054		Captain Morgan Select The Original Rum - Civil	375ML - GLASS BOTTLE	IMFL	0.0	0.0	Yes
1055		Captain Morgan Select The Original Rum - Civil	750ML - GLASS BOTTLE	IMFL	0.0	0.0	Yes
1056		GOLFERS SHOT PREMIUM BARREL WHISKY	375ML	IMFL	0.0	0.0	No
1057		GOLFERS SHOT PREMIUM BARREL WHISKY	180ML	IMFL	0.0	0.0	No
1058		GOLFERS SHOT PREMIUM BARREL WHISKY	180ML	IMFL	0.0	0.0	No
1059		GOLFERS SHOT PREMIUM BARREL WHISKY	750ML	IMFL	0.0	0.0	No

WSB USE FULL LINKS

https://www.upexciseportal.in/portal/Home/Brand-MRP/Mrp_of_Brand_details.jspPortletWindow?mode=view&javax.faces.portletbridge.STATE_ID=Mrp_of_Brand_details.jspPortlet7F2C4E44ACBC4D816C54DF6DFC354D1E%3Aview%3A188c68d8-1926-4364-a033-f5deb49ddb22&action=e&windowstate=normal

https://www.youtube.com/watch?v=j9gmH4kfZfE

https://www.youtube.com/watch?v=r7QQnjm0UgU

GS1 India

Date : 07-09-2021

MR.KARAN GUPTA
DIRECTOR
WHITESPIRIT BREW PVT LTD
H-64, SECTOR 63,
NOIDA - 201301,
UTTAR PRADESH,
INDIA

Dear Sir/Madam,

Subject: Allocation of GS1 Barcode Numbers

With reference to your application for allocation of GS1 Barcode Numbers, relying solely upon the information & documents provided by you, we are pleased to allocate **100000 GTINs** (barcode numbers) to your organisation for use on product labels. Ensure that your company name is printed on all barcoded product labels.

Once you exhaust GTIN capacity, you will have to apply afresh for a new GTIN capacity by paying full requisite fee as applicable at that time.

Only brand owners registered with us have the right to use GTINs. No other organisation (sister concern, subsidiary, group company etc.) is permitted to use the same. Please refer to our Terms of use at http://gs1india.org/Terms-for-Use-of-GS1-Barcodes.pdf for more details.

As part of your GS1 barcode subscription, you get access to our Datakart service through which you can assign GTINs (EAN/UPC code) to each product and download its barcode artwork. Your Datakart login details are:

URL: https://gs1india.org/datakart/

Username: **8905524**

Password: **z6f83joq**

Your subscription is **valid upto 2022-08-31.** For continued use beyond this date, please renew your subscription by paying the renewal fee on or before the validity date to avoid its termination/cancellation.

Please keep us informed/updated at all times on any changes in your company name and/or contact information during the course of your subscription period.

Yours Sincerely,

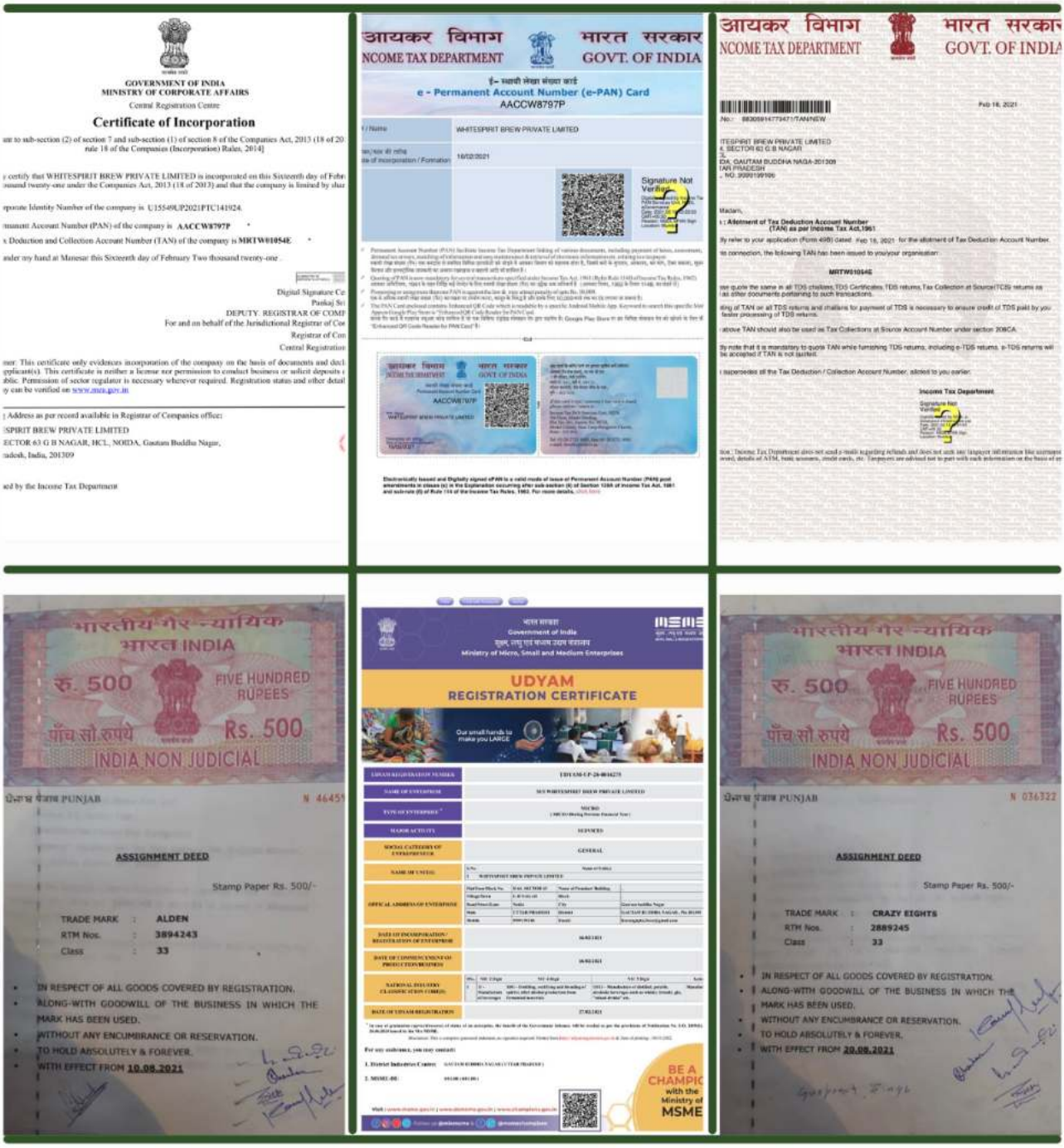
(Vinay Gupta)

CGM (F&A)

330, 2nd Floor, 'C' Wing, August Kranti Bhawan, Bhikaji Cama Place, New Delhi-110066 India
T: 91-11-42890890/26168720 F: +91-11-26168730 E: info@gs1india.org W: www.gs1india.org
Over 5 billion GS1 barcodes scanned each day Over 1.5 million user companies

Digitally signed by Vinay Kumar Gupta
Date: 2021.09.07 17:12:27 +05:30
Reason: Invoice/Receipt/Certificate/Letter
Location: Delhi

White Spirit Brew Official



GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
Central Registration Centre

Certificate of Incorporation

[pursuant to sub-section (2) of section 7 and sub-section (1) of section 8 of the Companies Act, 2013 (18 of 20
rule 18 of the Companies (Incorporation) Rules, 2014]

I hereby certify that WHITESPIRIT BREW PRIVATE LIMITED is incorporated on this Sixteenth day of Febr
thousand twenty-one under the Companies Act, 2013 (18 of 2013) and that the company is limited by shar

Corporate Identity Number of the company is U15549UP2021PTC141924.

Permanent Account Number (PAN) of the company is AACCW8797P

Tax Deduction and Collection Account Number (TAN) of the company is MRTW01054E

Given under my hand at Manesar this Sixteenth day of February Two thousand twenty-one .

Digital Signature Ce
Pankaj Sri
DEPUTY REGISTRAR OF COMP
For and on behalf of the Jurisdictional Registrar of Co
Registrar of Co
Central Registration

Note: This certificate only evidences incorporation of the company on the basis of documents and decl
applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits
public. Permission of sector regulator is necessary wherever required. Registration status and other detail
may can be verified on www.mca.gov.in

Registered Address as per record available in Registrar of Companies office:
WHITESPIRIT BREW PRIVATE LIMITED
SECTOR 63 G B NAGAR, HCL, NOIDA, Gautam Buddha Nagar,
Pradesh, India, 201309

Issued by the Income Tax Department

आयकर विभाग NCOME TAX DEPARTMENT — भारत सरकार GOVT. OF INDIA

ई- स्थायी लेखा संख्या कार्ड
e - Permanent Account Number (e-PAN) Card
AACCW8797P

Name: WHITESPIRIT BREW PRIVATE LIMITED
Date of Incorporation / Formation: 16/02/2021

Signature Not Verified

आयकर विभाग NCOME TAX DEPARTMENT — भारत सरकार GOVT. OF INDIA

Feb 16, 2021

WHITESPIRIT BREW PRIVATE LIMITED
K SECTOR 63 G B NAGAR
DA, GAUTAM BUDDHA NAGA-201309
TAR PRADESH
_ NO. 9999999999

Madam,

Sub: Allotment of Tax Deduction Account Number (TAN) as per Income Tax Act,1961

By refer to your application (Form 49B) dated Feb 16, 2021 for the allotment of Tax Deduction Account Number.

In connection, the following TAN has been issued to you/your organisation:

MRTW01054E

Please quote the same in all TDS challans,TDS Certificates,TDS returns,Tax Collection at Source(TCS) returns as well as other documents pertaining to such transactions.

Filing of TAN on all TDS returns and challans for payment of TDS is necessary to ensure credit of TDS paid by you and faster processing of TDS returns.

The above TAN should also be used as Tax Collections at Source Account Number under section 206CA.

Kindly note that it is mandatory to quote TAN while furnishing TDS returns, including e-TDS returns. e-TDS returns will be accepted if TAN is not quoted.

This supersedes all the Tax Deduction / Collection Account Number, allotted to you earlier.

Income Tax Department

Note: Income Tax Department does not send e-mails regarding refunds and does not ask any taxpayer information like username, password, details of ATM, bank accounts, credit cards, etc. Taxpayers are advised not to part with such information on the basis of e-

भारतीय गैर न्यायिक
भारत INDIA
रु. 500 FIVE HUNDRED RUPEES
पाँच सौ रुपये Rs. 500
INDIA NON JUDICIAL

पंजाब PUNJAB N 46459

ASSIGNMENT DEED

Stamp Paper Rs. 500/-

TRADE MARK : ALDEN
RTM Nos. : 3894243
Class : 33

- IN RESPECT OF ALL GOODS COVERED BY REGISTRATION.
- ALONG-WITH GOODWILL OF THE BUSINESS IN WHICH THE MARK HAS BEEN USED.
- WITHOUT ANY ENCUMBRANCE OR RESERVATION.
- TO HOLD ABSOLUTELY & FOREVER.
- WITH EFFECT FROM 10.08.2021

भारत सरकार
Government of India
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय
Ministry of Micro, Small and Medium Enterprises

UDYAM
REGISTRATION CERTIFICATE

Our small hands to make you LARGE

UDYAM REGISTRATION NUMBER	UDYAM-UP-20-0016279
NAME OF ENTERPRISE	M/S WHITESPIRIT BREW PRIVATE LIMITED
TYPE OF ENTERPRISE *	MICRO (MICRO Ending Previous Financial Year)
MAJOR ACTIVITY	SERVICES
SOCIAL CATEGORY OF ENTERPRISE	GENERAL
NAME OF UNIT(S)	1. WHITESPIRIT BREW PRIVATE LIMITED
OFFICAL ADDRESS OF ENTERPRISE	Flat/Door/Block No. K-63, SECTOR 63 — Name of Premises/ Building — Village/Town — Block — Road/Street Name — Noida — City — Gautam buddha Nagar — State — UTTAR PRADESH — District — GAUTAM BUDDHA NAGAR — Pin 201309 — Mobile — 9999999999 — Email — thenagpalsc@yahoo.com
DATE OF INCORPORATION / REGISTRATION OF ENTERPRISE	16/02/2021
DATE OF COMMENCEMENT OF PRODUCTION/BUSINESS	16/02/2021
NATIONAL INDUSTRY CLASSIFICATION CODE(S)	No. 1 — NIC 2 Digit: 33 — Repairing, and installing machinery and equipment — NIC 4 Digit: 3312 — Repairing of machinery — NIC 5 Digit: 33120 — Repairing of machinery for manufacture of chemicals and chemical products — Activity: Manufacturer — Product: Other machinery n.e.c.
DATE OF UDYAM REGISTRATION	27/02/2021

* In case of promoters/partners/members of units or co-enterprise, the details of the Government Informer MSE be sought as per the provisions of Notification No. S.O. 2070(E) dated 26.06.2020 issued by the MoMSME.

Disclaimer: This is a computer generated information, no signature required. Visit at https://udyamregistration.gov.in & Date of printing - 09/03/2021

For any assistance, you may contact:

1. District Industries Centre: GAUTAM BUDDHA NAGAR (UTTAR PRADESH)
2. MSME-DI: 0120-4611001

Visit: www.msme.gov.in | www.dcmsme.gov.in | www.udyamregistration.gov.in

BE A CHAMPION with the Ministry of MSME

भारतीय गैर न्यायिक
भारत INDIA
रु. 500 FIVE HUNDRED RUPEES
पाँच सौ रुपये Rs. 500
INDIA NON JUDICIAL

पंजाब PUNJAB N 036322

ASSIGNMENT DEED

Stamp Paper Rs. 500/-

TRADE MARK : CRAZY EIGHTS
RTM Nos. : 2889245
Class : 33

- IN RESPECT OF ALL GOODS COVERED BY REGISTRATION.
- ALONG-WITH GOODWILL OF THE BUSINESS IN WHICH THE MARK HAS BEEN USED.
- WITHOUT ANY ENCUMBRANCE OR RESERVATION.
- TO HOLD ABSOLUTELY & FOREVER.
- WITH EFFECT FROM 20.08.2021

WSB Marketing & PR Coverages

WSB Marketing & PR Coverages

आज
कारोबार
9
पन्द्रह अरब डॉलर का रिलायंस-अरामको सौदा रद्द
मांग बढ़ने से सभी तेल-तिलहनों में सुधार
उत्तर प्रदेश के किसानों की गेहूँ उत्पादकता बढ़ी
MATKA Live Result

बिजनेस/सेहत/टेक
अवधनामा
लखनऊ, शनिवार, 20 नवम्बर, 2021
10
क्रिप्टोकरेंसी की कीमत में क्यों आ रही लगातार गिरावट, क्या है इसका अमेरिका से कनेक्शन
कोलकाता की कंपनी के ठिकानों पर इनकम टैक्स का छापा, 200 करोड़ की काली कमाई उजागर
श्रीराम सुपर 252 और 303 गेहूँ बीज से उत्तर प्रदेश के किसानों की गेहूँ उत्पादकता बढ़ी

WSB Marketing & PR Coverages

WHITESPIRIT BREW

विविध

दैनिक न्यूज़ ऑफ दि डे

04

गहलोत बोले- पीएम ने घबराकर फैसला वापस लिया

मुख्यमंत्री ने कहा- केंद्र सरकार को पूर्वी समेत 5 राज्यों में हार का डर, इसलिए वापस हुए कृषि कानून

64 पुलिस इंस्पेक्टर बने पुलिस उपाधीक्षक

टेनिसवाल फेडरेशन कप 2021 का हुआ समापन

लाइट स्पिरिट ब्रू ने बाजार में पेश किए पानी के दो नए ब्रांड

अवधवासी ब्रीमिंग लीग में पावर पैक्ड ऑल राउंड प्रदर्शन के जरिये जीते अपने-अपने मुकाबले

एयर इंडिया के कर्मचारी ही कर रहे सोने की तस्करी

6 करोड़ से ज्यादा का सोना पिछले दो साल, प्लेन की सीट के नीचे गोल्ड मिलने पर खुलासा

टीम इंडिया की शानदार जीत

कृषि कानूनों को वापस लेना उद्दार निर्णय

Lucknow News (English Daily) | Lucknow, Saturday, 20 November, 2021 | 4

Dev Deepawali's grand organized event

PRAYAGRAJ: On the occasion of Kartik Purnima by the District Administration and Prayagraj Fair Authority, the holy festival of Dev Deepawali was organized in a grand and divine form in Sangam area on Friday.

The Sangam Nose and the adjoining ghats were lavishly decorated with more than five lakh lamps.

On the occasion of Dev Deepawali, Maa Triveni's aarti was performed in a grand manner and lamp was donated by the Hon'ble Chief Justice of Allahabad High Court, Rajesh Vindal and other Hon'ble Justices and administrative officers in the midst of Vedic chanting.

For the successful completion of Dev Deepawali festival, the responsibility of various departments was fixed accordingly, arrangements were made by the departments. The venue was tastefully decorated. Proper arrangements were made for lighting and other necessary arrangements for the devotees.

On this occasion, Hon'ble Justice NK Jain, Hon'ble Justice Sadhna Rani Thakur, Hon'ble Justice Sameer Jain, Hon'ble MP Phulpur Keshari Devi Patel, Divisional Commissioner Sanjay Goyal, IG Zone Rakesh Singh, District Magistrate Sanjay Kumar Khatri, DIG/SSP- Basti Tripathi along with other officials and large number of public people were present.

PRAYAGRAJ: Indra Marathon race in Prayagraj at 6,30 am today started from Anand Bhawan which was inaugurated by State Sports Minister Upendra Tiwari and RK Singh Director. About 300 participants took part in the race. 42,195 km run through various routes of Prayagraj. A chip was also installed in the shoes of the participants that ended at the Mohan Matriya Stadium, which was being controlled by the stadium. In the said race, Velappa Pune first place and second place Nirma Van Gujarat, who got first prize of 2 lakhs and second place.

Union Bank of India ranks 3rd in PSB reforms

Lucknow: Union Bank of India ranked 3rd amongst 12 PSBs in SEASE 4.0 Reforms Index for Q1 FY22, as per the rank list released by Indian Banks' Association (IBA). The Bank has been actively adopting the reforms initiatives recommended under the EASE Agenda enabling it to retain the overall position of Second Runner Up from the last three consecutive quarters since December 2020.

Union Bank of India also recorded stellar performance under four out of six themes of the Agenda. Union Bank of India has been adjudged Winner in the themes 'Collaborating for synergistic outcomes' & 'Governance & outcome-centric HR' and bagged Runner-Up positions in 'New age 24x7 Banking' & 'Tech-enabled ease of Banking' themes.

Enhanced Access & Service Excellence (EASE) is an initiative by the Department of Financial Services (DFS) as part of the PSB Reforms Agenda and is currently under its fourth iteration which focuses on Collaborative Banking and the Digital Transformation of the PSBs.

For the government of double engine, the interest of Annadata was and will remain paramount

Prayagraj: State Government Spokesperson and Cabinet Minister Siddharth Nath Singh made a scathing attack on SP President Akhilesh Yadav and said that his politics is on the tongue, its my heart and my heart, not in the interest of the general public.

He said that earlier Akhilesh used to ask farmers to talk. If some farmers could not understand, then the Prime Minister withdrew the agricultural laws showing sensitivity, then instead of praising the government, he is making utter remarks.

Siddharth Nath Singh asked a direct question to SP and Akhilesh that if he is a friend of farmers, then what is the reason that he did not think anything for them for five years. Had to forgive the debt. What is the reason that sugarcane farmers had to pay dues of SP's time. What is the reason that proper procurement of wheat, paddy and sugarcane could not be done during the reign of Akhilesh. What is the reason that during his time sugar mills were closed while new mills were run under the Yogi government.

He said that Akhilesh does not have the moral right to question the Yogi government which has paid a record sugarcane payment of Rs 1 46 lakh crore. Priority has been, will continue to be.

Siddharthnath Singh said that the schemes and works of both the central and state governments are proof of this. On Drop More Crop, Yogi Khet Ki Pani, increase in Minimum Support Price (MSP) of crops as per cost as per Swaminathan Commission report, bringing additional crops under MSP. The works of the Central Government are proof of this by giving priority to incomplete irrigation projects for development and putting two thousand rupees to the farmers in their accounts twice in the three cropping seasons under the Prime Minister Kisan Samman Nidhi.

Koo App ranked among hottest emerging digital brands in Asia Pacific

Koo App – India's multilingual micro-blogging platform – has been ranked as one of the next 5 Hottest Products from the Asia Pacific (APAC) region by The Product Report 2021 created by Amplitude. Koo App is a unique platform which empowers users to express themselves in their mother tongue. It is the only social media brand from across APAC, US and EMEA to be rated in the prestigious report, this by giving priority to incomplete irrigation projects for development and putting two thousand rupees to the farmers in their accounts twice in the three cropping seasons under the Prime Minister Kisan Samman Nidhi.

Meet the trio that conducts the masterful kaands in Matsya Kaand

Lucknow: With the growing popularity of OTT and the unsatiating hunger to binge on enthralling content, MatsyaKaand is indeed an interesting and unique concept entering the OTT world via MX Player.

This Mi Original Series is a nail-biting story about a con artist, Matsya (Ravi Dubey), who mastered the art of impersonation, forgery, and other sneaky tactics from his guru Pandit Ji (Piyush Mishra). Chased by the badass cop ACP Tejraj (Ravi Kishan), who wants to apprehend him at any cost!Matsya must remain quick-witted and shrewd while managing to get out of every situation.

Ravi Dubey has bulletly portrayed a charming con artist, a master of disguise, who believes that every heist is an art home out of his genius mind. Speaking about one of his most interesting projects so far and his foray into the OTT space, Ravi Dubey said, "It is an absolute honor for me to share the screen with veterans like Piyush Mishra and Ravi Kishan. The narrative sees me embody 11 avatars for the kaands I undertake, and this unique plot compelled me to experiment and move into the most sought after space currently – OTT. Viewers these days are always looking for fresh and unique content that can be watched on the go. MatsyaKaand was the perfect opportunity for me. I got the chance to play multiple characters with different shades of grey. This is by far the most exciting role I have done."

WSB introduces 2 new water brands in the market

Lucknow: White Spirit Brew (WSB) launched two water brands in the market today. The company launched two new products, Alden Sparkling Water, and Crazy Eights Packaging Water.

The new launch is happening just a few months after the company successfully launched White Spirit Brew (Beverages & Lifestyle Products).

Alden Sparkling water is priced well by the company. One liter of Alden Sparkling water costs Rs.30, while the 500 ml and 250 ml cost Rs 15 and 10 respectively.

On the other hand, Crazy Eights Packaging water has been priced at Rs.20 for one liter, Rs 10 for 500 ml, and Rs.6 for 250 ml.

"Alden Sparkling water is a highly refreshing light soda with a powerful punch. This sparkling water will be a perfect mix for your mocktails. We have maintained the consistency and purity of this sparkling water by an intensive filtration process. Our Alden Sparkling water also contains added minerals which will make it your perfect choice for parties and personal use.

Our Crazy Eight Packaging water will be your only choice to quench your thirst in due course of time. This packaged water is being made with a rigorous quality check process, as we believe in the satisfaction of our customers more than anything else," said Karan Gupta, MD of WSB.

Reebok strengthens its presence in the Running category with the new Floatride Energy & Liquifect

Reebok, a leading fitness and lifestyle brand, introduces new upgraded to running footwear portfolio with the new Floatride Energy &the new Liquifect 180.

With people looking to reignite their outdoor fitness routine, the brand aims to ensure runners have the right performance journeys.

Backed by performance, accessibility and sustainability, the newly launched shoes feature enhanced attributes, creating a high performance running experience for everyone, accessibility at its core, both Floatride Energy &Liquifect 180 provide an unprecedented level of comfort and performance for runners.

Clinical Study suggests, Regular intake of Dabur Chyawanprash helps against harmful effects of air pollutants

New Delhi: India's leading science-based Ayurveda Expert - Dabur India Limited, had conducted a scientific study on their premium Ayurvedic healthcare product- Dabur Chyawanprash. The objective of the study was to examine the effect of Chyawanprash on PM (Particulate Matter)-induced pulmonary disease through estimation of cytokines and immunoglobulins. The study showed the beneficial role of Dabur Chyawanprash in protecting against harmful effects of air pollutants such as PM2.5 induced pulmonary diseases. The findings of the study reveal that regular use of Dabur Chyawanprash could help reduce the risk of infections and particulate matter induced lung diseases. Chyawanprash has specific health benefits on the respiratory system and its increase, is used as a specialized immune support in chronic respiratory conditions like Kshaya (Tuberculosis). Chyawanprash contains variety of herbs which possess multiple benefits and is being used widely since ancient times as a health supplement for enhancing immunity and longevity.

EDII receives covetad 'Centre of Excellence' honour from Ministry of Skill Development and Entrepreneurship

In a significant development, the Entrepreneurship Development Institute of India (EDII) has been recognised as a Centre of Excellence' (CoE) by the Government of India in the field of skilling ecosystem in the country. An official Gazette Notification has been issued by the Ministry of Skill Development and Entrepreneurship (MSDE) in this regard.

The recognition shall be initially valid for five years and comes following thorough scrutiny of the Institute on several parameters by the ministry. According to the guidelines for recognition of CoE issued by MSDE, a 'Centre of Excellence is a body that provides leadership, best practices, research and development support, training of trainers and skill training for specific sectors with specific focus on emerging technologies. It means a BODY where the highest standards are maintained.

Global engagement of Farmers and Experts to discuss benefits of biotech crops and new breeding technologies

New Delhi: The 13th Pan-Asia Farmers Exchange Programme was virtually held from October 18-22, 2021. It was co-organised by Crop Life Asia, CropLife Philippines and the Biotechnology Coalition of the Philippines.

The event discussed issues related to the importance of agricultural biotechnology to build resilience to climate change and enhance crop production to achieve food and nutritional security.

Scientists, researchers, farmers and other experts from the seed industry expressed their views about the benefits of genome editing technology, Genetically Modified (GM) crops, new plant breeding innovations, and speedy regulatory approvals for new technologies in different countries.

Farmers from Vietnam, the Philippines, Bangladesh, Pakistan explained how the use of biotechnological solutions led to an increase in their profits through higher and better-quality yield and reduction in crop inputs.

Mr Emerson M. Agno, Bt Corn farmer from the Philippines' Quezon province said "We chose to plant Genetically Modified (GM) Corn because based on our experience, we found the non- GMOs were more prone to pests. They are difficult to maintain, and the harvest is very low, which is around 36 percent compared to GM Corn." Mr Agno said GM Corn was accepted by most of the farmers in his country as benefits were huge.

"The highest GM corn output we have experienced was about 8.1 tons per hectare. If it was non-GMO, we could have harvested around 2-3 tons per hectare. Though it costs more compared to non-GMO seeds, the benefits and returns of a higher yield can cover those costs and more," he said.

U'khand: AAP's CM candidate to contest from Gangotri

DEHRADUN: The Aam Aadmi Party's chief ministerial candidate for the upcoming Uttarakhand Assembly polls Colonel Ajay Kothiyal (retd) will contest from the Gangotri seat in Uttarkashi district, party leader Manish Sisodia said. Making the announcement in Uttarkashi on Wednesday, Sisodia, the deputy chief minister of Delhi, claimed that an era of clean politics in Uttarakhand will usher in from Gangotri the place where the holy Ganga river originates.

Addressing a public meeting in Gangotri, he canvassed for Kothiyal and accused the successive Congress and BJP governments in the state of not keeping the promises they made to the people. Though Kothiyal comes from a non-political background, he is quite popular in the area.

Cricket match between MIC Prayagraj College and NCR relevant NCR Cricket Grounds

PRAYAGRAJ: MIC after winning the toss,elected to Bat. Batting first, were all out for 69 in 14.4 overs. Saurav was top scorer with 14 runs. Railway officers S.kapil, Sandeep Mathur and Rahul Singh bowled two overs each and took two wickets each. Rio eleven was able to chase the target of 69 runs in 8.4 overs by scoring 72 runs. Harish and Abhishek made 25 and 20 runs respectively. MIC bowlers were able to take 7 wickets with Akaash and Golu bagging 2 and 3 wickets respectively. Rio eleven won the match by 3 wickets.

Owner, Publisher, Prince Jamil Ahmad, 5, Shahanajaf Road (Bhari wali Kothi) Lucknow. Printed at National Art Press 287, New Hyderabad, Lucknow. Published From 5, Shahanajaf Road (Bhari wali Kothi) Lucknow.

Editor Shabana

Mobile: 9415018362
E-Mail
jamilindia@gmail.com
LucknowNews@gmail.com

WSB Marketing & Media Links

- https://www.dailypioneer.com:443/2021/state-editions/white-spirit-brew-launches-two-water-brands.html
- https://spashtawaz.com/regional/white-spirit-brew-in-lucknow-white-spirit-brew-whb-market-brand-launch/
- http://dhunt.in/oxLGS?s=a&uu=0x0202ca180afdcf09&ss=pd
- https://thevocalnews.com/business/white-spirit-brew-introduces-two-new-water-brands-in-the-market/49261/
- https://www.newsheads.in/business/companies/wsb-introduces-two-new-water-brands-in-the-market-article-66481
- https://hindi.thevocalnews.com/business/white-spirit-brew-introduces-two-new-water-brands-in-the-market/38141/
- https://www.realbulletin.in/news-detail/NTgxMjk=
- https://www.unca.live/news-detail/NTgxMjk=
- https://www.janchhaya.in/news-detail/NTgxMjk=
- https://avadhnama.com/business/white-spirit-brew-introduced-two-new-brands-of-water-in-the/cid5788108.htm
- https://newsisland.in/2021/11/19/wsb-introduces-two-new-water-brands-in-the-market/
- https://www.youthkiawaaz.com/2021/11/wsb-introduces-two-new-water-brands-in-the-market/
- https://notdnews.com/2021/11/19/%E0%A4%B5%E0%A5%8D%E0%A4%B9%E0%A4%BE%E0%A4%87%E0%A4%9F-%E0%A4%B8%E0%A5%8D%E0%A4%AA%E0%A4%BF%E0%A4%B0%E0%A4%BF%E0%A4%9F-%E0%A4%AC%E0%A5%8D%E0%A4%B0%E0%A5%82-%E0%A4%A8%E0%A5%87-%E0%A4%AC%E0%A4%BE/
- https://rashtratimes.com/?p=47609
- https://youtu.be/fm6krDDBriM
- https://headlinenewstoday.in/Alden-Sparkling-Water-is-made-with-the-highest-quality-standards
- https://uttarakhanddarpan.com/Alden-Sparkling-Water-is-made-with-the-highest-quality-standards
- https://www.janchhaya.in/news-detail/NTgxMjk=
- https://www.ikvnews.com/news-detail/NTgxMjk=
- https://tennews.in/floxa-group-launches-water-products/
- https://youtu.be/mzBdiWFzrls

WSB Advance Orders Demand

We are showing order data in Uttarpardesh

Ghaziabad to GBN	11,700 Liters	1,300 Cases
Meerut to MZN Belt	17,550 Liters	1,950 Cases
LKNW to UP Central	5,850 Liters	650 Cases
Bijnor Area	9,000 Liters	1,000 Cases
Prayagraj to Varnashi Belt	11,700 Liters	1,300 Cases
Balia Area	9,000 Liters	1,000 Cases
Total Covering area approximate 20-25 Districts	Total Order in Liters 64,800 Liters	Total Number of Cases 7,200 Nos

WSB have already Booked Order from market and this is exact number of the order to now till date (16/01/2022). No. Of the Orders are Both brands Alden Vintage Carft Whiskey & Crazy Eights Premium Whiskey.

WSB PRODUCT SALES FORECAST REPORT

1st

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
1st	2022/Feb	10%	**₹ 6,87,60,000.00**	64,800	7,200
	2022/Mar	10%	**₹ 7,56,36,000.00**	71,280	7,920
	2022/Apr	10%	**₹ 8,31,99,600.00**	78,408	8,712
			₹ 22,75,95,600.00	2,14,488	23,832

2nd

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
2nd	2022/May	10%	**₹ 9,15,19,560.00**	86,249	9,583
	2022/Jun	10%	**₹ 10,06,71,516.00**	94,874	10,542
	2022/Jul	10%	**₹ 11,07,38,668.00**	1,04,362	11,596
			₹ 30,29,29,744.00	2,85,485	31,721

3rd

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
3rd	2022/Aug	10%	**₹ 12,18,12,534.00**	1,14,804	12,756
	2022/Sep	10%	**₹ 13,39,93,788.00**	1,26,279	14,031
	2022/Oct	10%	**₹ 14,73,93,167.00**	1,38,905	15,434
			₹ 40,31,99,489.00	3,79,988	42,221

4th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
4th	2022/Nov	10%	**₹ 16,21,32,483.00**	1,52,796	16,978
	2022/Dec	10%	**₹ 17,83,45,732.00**	1,68,075	18,675
	2023/Jan	10%	**₹ 19,61,80,305.00**	1,84,882	20,543
			₹ 53,66,58,520.00	5,05,753	56,196

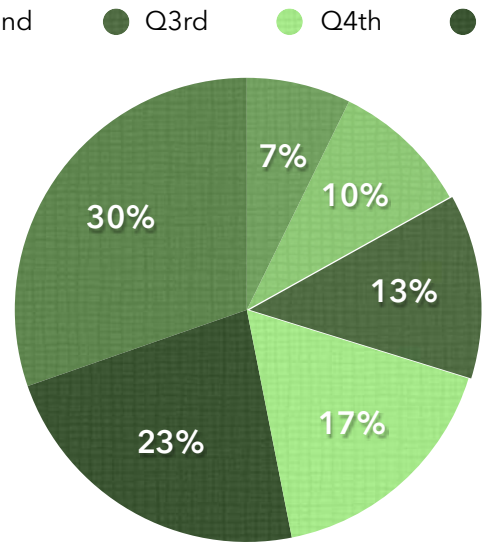
5th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
5th	2023/Feb	10%	**₹ 21,57,98,335.00**	2,03,371	22,597
	2023/Mar	10%	**₹ 23,73,78,169.00**	2,23,708	24,857
	2023/Apr	10%	**₹ 26,11,15,986.00**	2,46,078	27,342
			₹ 71,42,92,490.00	6,73,157	74,796

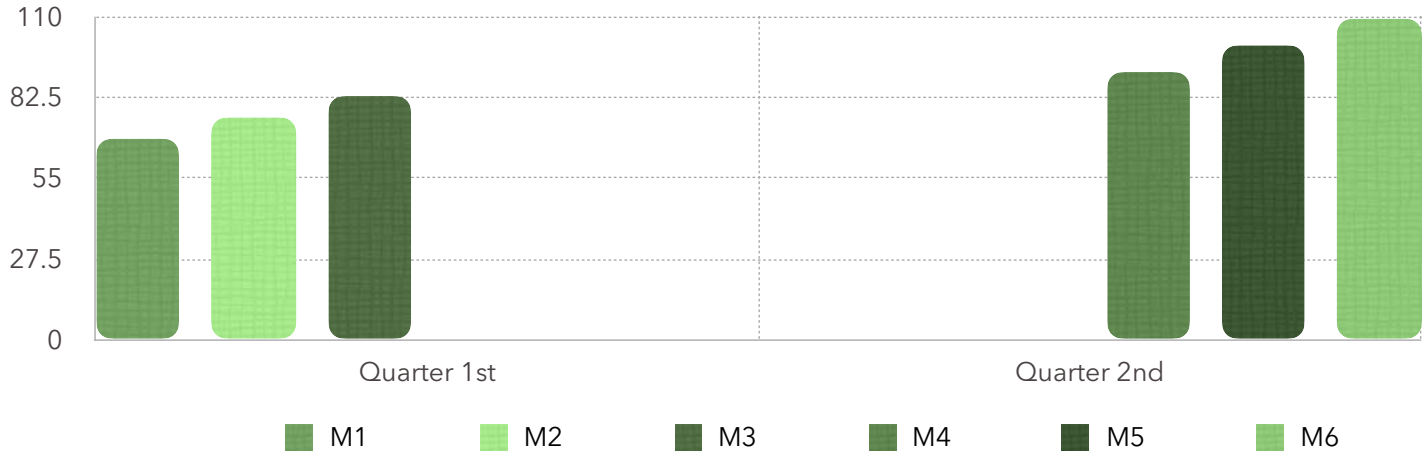
6th

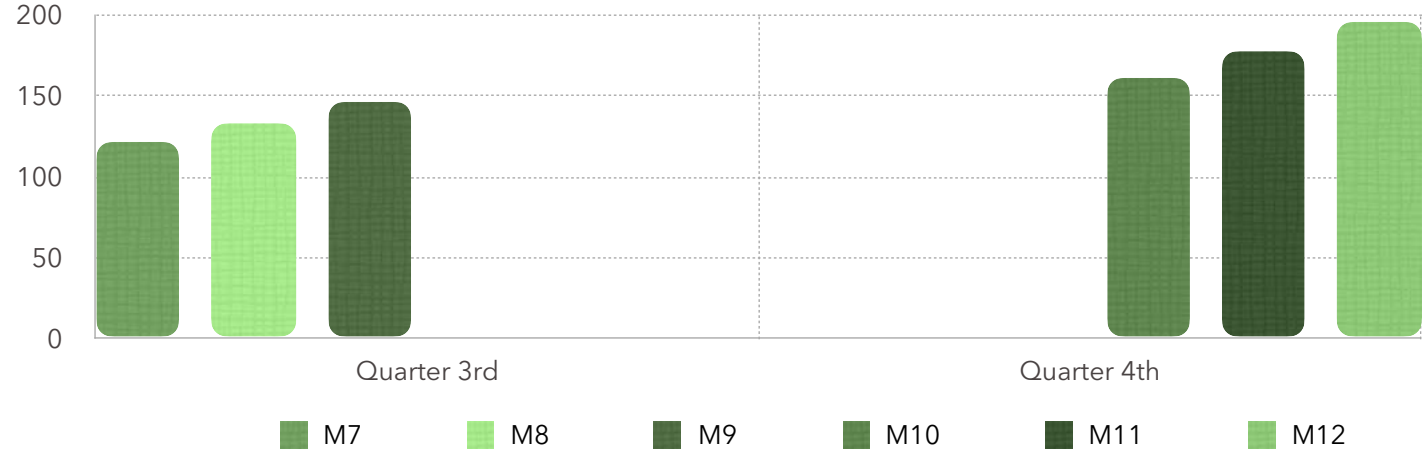
Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
6th	2023/May	10%	**₹ 28,72,27,584.00**	2,70,686	30,077
	2023/Jun	10%	**₹ 31,59,50,343.00**	2,97,755	33,084
	2023/Jul	10%	**₹ 34,75,45,377.00**	3,27,530	36,393
			₹ 95,07,23,304.00	8,95,971	99,554

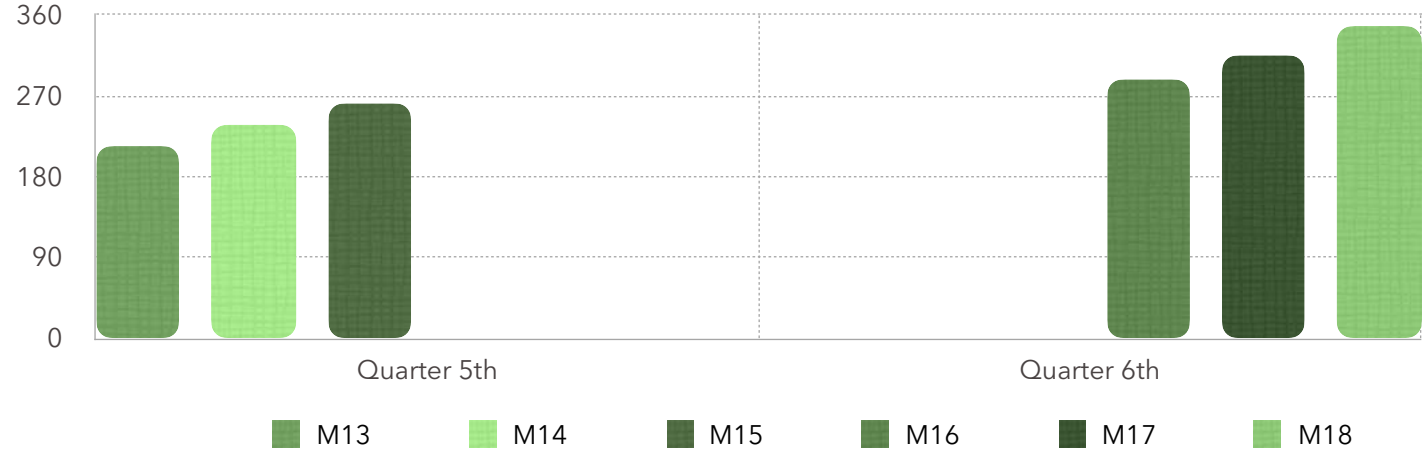
Sales Growth In Quarter Pie %



This Pie Chart Table is Showing Growth of production Consumption and Sales of every month to Quarter.







This is Graph Chart of Month vice of Every Quarter, Where we can show our milestones achievement in every Quarter.

Table: Graph Chart Q1 to Q6 (M01 to M18)

WSB PRODUCT SALES FORECAST REPORT- 2nd

7th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
7th	2023/Aug	13%	**₹ 39,27,26,276.00**	3,70,109	41,124
	2023/Sep	13%	**₹ 44,37,80,692.00**	4,18,223	46,470
	2023/Oct	13%	**₹ 50,14,72,182.00**	4,72,592	52,511
			₹ 1,33,79,79,150.00	12,60,924	1,40,105

8th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
8th	2023/Nov	13%	**₹ 56,66,63,565.00**	5,34,029	59,337
	2023/Dec	13%	**₹ 64,03,29,829.00**	6,03,453	67051
	2024/Jan	13%	**₹ 72,35,72,707.00**	6,81,901	75,767
			₹ 1,93,05,66,101.00	18,19,383	202155

9th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
9th	2024/Feb	15%	**₹ 83,21,08,613.00**	7,84,187	87,132
	2024/Mar	15%	**₹ 95,69,24,905.00**	9,01,815	1,00,202
	2024/Apr	15%	**₹ 1,10,04,63,641.00**	10,37,087	1,15,232
			₹ 2,88,94,97,159.00	27,23,089	3,02,566

10th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
10th	2024/May	15%	**₹ 1,26,55,33,187.00**	11,92,650	1,32,517
	2024/Jun	15%	**₹ 1,45,53,63,165.00**	13,71,547	1,52,395
	2024/Jul	15%	**₹ 1,67,36,67,639.00**	15,77,279	1,75,254
			₹ 4,39,45,63,991.00	41,41,476	4,60,166

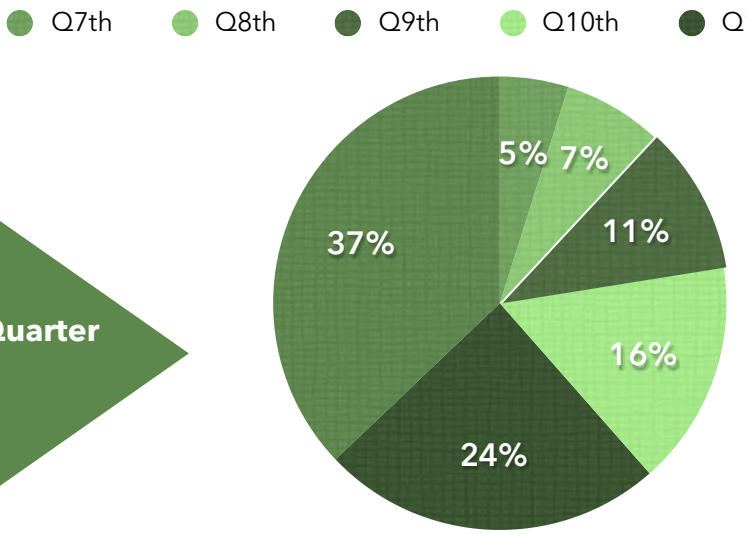
11th

Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
11th	2024/Aug	15%	**₹ 1,92,47,17,785.00**	18,13,871	2,01,542
	2024/Sep	15%	**₹ 2,21,34,25,453.00**	20,85,951	2,31,773
	2024/Oct	15%	**₹ 2,54,54,39,271.00**	23,98,844	2,66,539
			₹ 6,68,35,82,509.00	62,98,666	6,99,854

12th

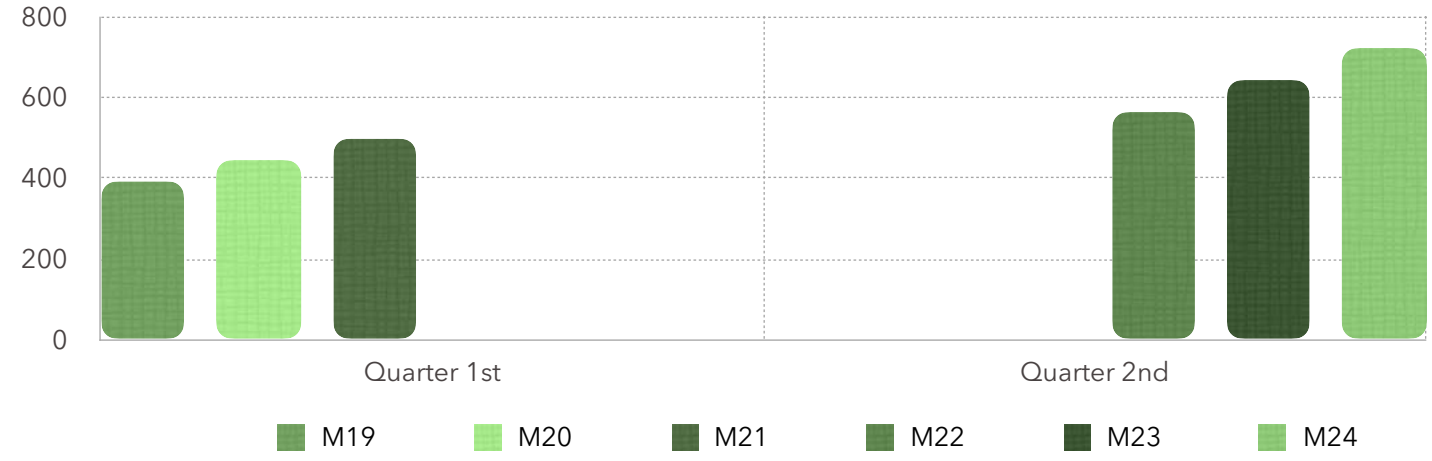
Quarter	Year/Month	Average Growth %	Sales/Order Demand in Amount	No. Litres	Cases Nos.
12th	2024/Nov	15%	**₹ 2,92,72,55,162.00**	27,58,670	3,06,519
	2024/Dec	15%	**₹ 3,36,63,43,436.00**	31,72,471	3,52,497
	2025/Jan	15%	**₹ 3,87,12,94,952.00**	36,48,341	4,05,372
			₹ 10,16,48,93,550.00	95,79,482	10,64,388

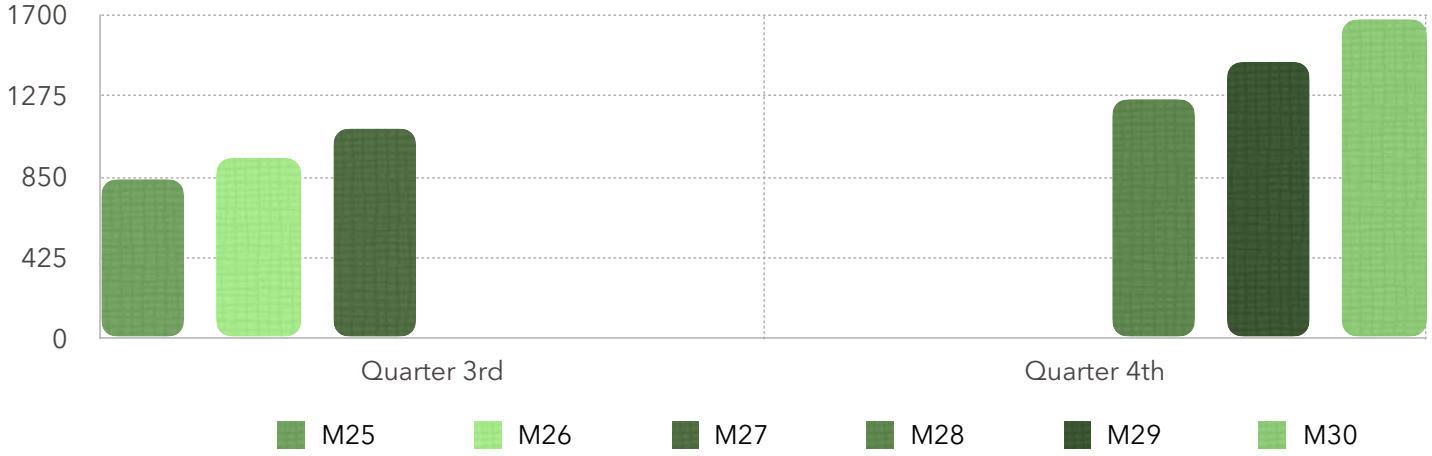
Sales Growth In Quarter Pie %

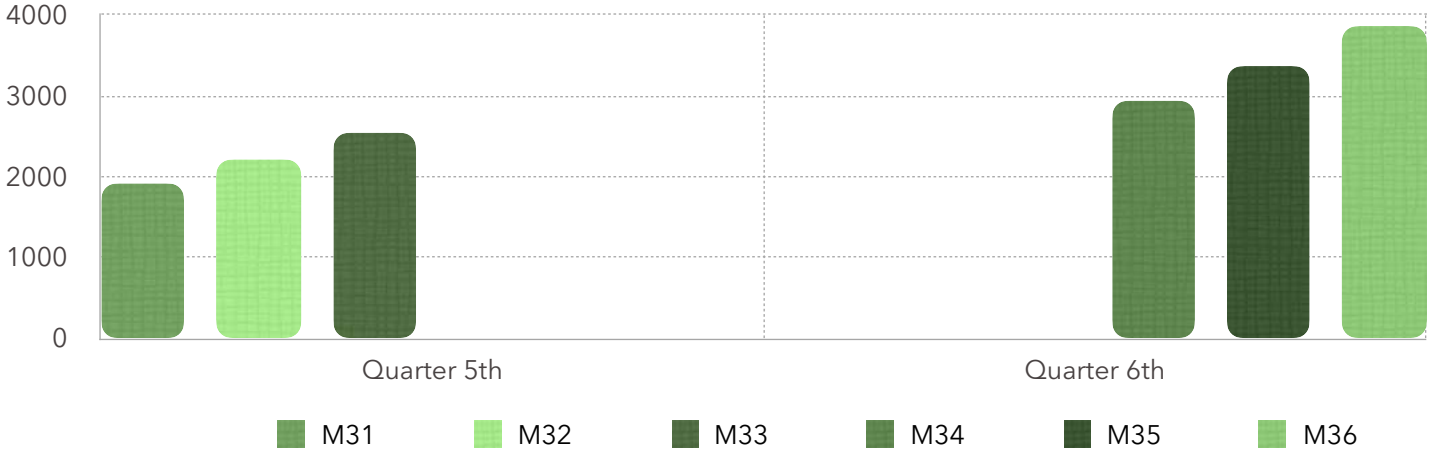


This 2nd Pie Chart Table is Showing Growth of production Consumption and Sales of every month to Quarter.

This Pie Chart % 100 times bigger numbers to Comparison first Pie.







This is Graph Chart of Month vice of Every Quarter, Where we can show our milestones achievement in every Quarter.

Table: Graph Chart Q7 to Q12 (M19 to M36)

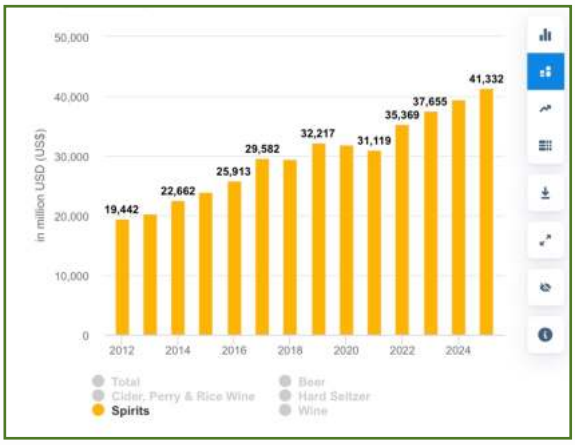
WSB REVENUE & EXPENSES FORECAST REPORT : Quarters 1st to 6th

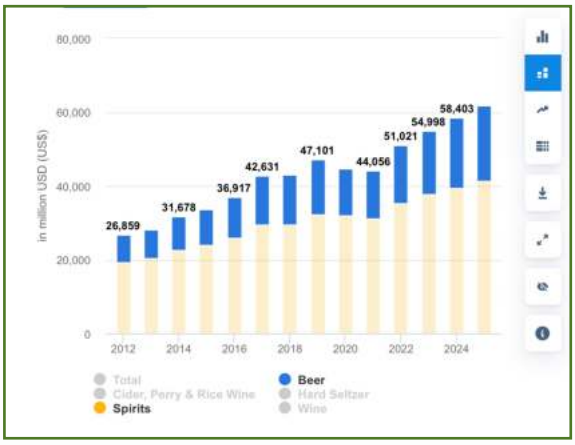
Quarter	Year/Month	Company Profit Margin Amount	Company Expenses Amount	Gross Profit Margin ₹	FY
1st	2022/Feb	₹ 36,00,000.00	**₹ 14,40,000.00**	₹ 22,20,000.00	2021-22
	2022/Mar	₹ 39,60,000.00	**₹ 15,84,000.00**	₹ 23,76,000.00	2021-22
	2022/Apr	₹ 43,56,000.00	**₹ 17,42,400.00**	₹ 26,13,600.00	2022-23
		₹ 1,19,16,000.00	**₹ 47,66,400.00**	₹ 72,09,600.00	
2nd	2022/May	₹ 47,91,500.00	**₹ 19,16,600.00**	₹ 28,74,900.00	2022-23
	2022/Jun	₹ 52,70,760.00	**₹ 21,08,304.00**	₹ 31,62,456.00	2022-23
	2022/Jul	₹ 57,97,836.00	**₹ 23,19,134.00**	₹ 34,78,702.00	2022-23
		₹ 1,58,60,096.00	**₹ 63,44,038.00**	₹ 95,16,058.00	
3rd	2022/Aug	₹ 63,78,000.00	**₹ 25,51,200.00**	₹ 38,26,800.00	2022-23
	2022/Sep	₹ 70,15,381.00	**₹ 28,06,152.00**	₹ 42,09,229.00	2022-23
	2022/Oct	₹ 77,16,919.00	**₹ 30,86,767.00**	₹ 46,30,152.00	2022-23
		₹ 2,11,10,300.00	**₹ 84,44,119.00**	₹ 1,26,66,181.00	
4th	2022/Nov	₹ 84,88,611.00	**₹ 33,95,444.00**	₹ 50,93,167.00	2022-23
	2022/Dec	₹ 93,37,473.00	**₹ 37,34,989.00**	₹ 56,02,484.00	2022-23
	2023/Jan	₹ 1,02,71,220.00	**₹ 41,08,488.00**	₹ 61,62,732.00	2022-23
		₹ 2,80,97,304.00	**₹ 1,12,38,921.00**	₹ 1,68,58,383.00	
5th	2023/Feb	₹ 1,12,98,342.00	**₹ 45,19,336.00**	₹ 67,79,006.00	2022-23
	2023/Mar	₹ 1,24,28,176.00	**₹ 49,71,270.00**	₹ 74,56,906.00	2022-23
	2023/Apr	₹ 1,36,70,994.00	**₹ 54,68,397.00**	₹ 82,02,597.00	2023-24
		₹ 3,73,97,512.00	**₹ 1,49,59,003.00**	₹ 2,24,38,509.00	
6th	2023/May	₹ 1,50,38,093.00	**₹ 60,15,237.00**	₹ 90,22,856.00	2023-24
	2023/Jun	₹ 1,65,41,902.00	**₹ 66,16,760.00**	₹ 99,25,142.00	2023-24
	2023/Jul	₹ 1,81,96,093.00	**₹ 72,78,437.00**	₹ 1,09,17,656.00	2023-24
		₹ 4,97,76,088.00	**₹ 1,99,10,434.00**	₹ 2,98,65,654.00	

WSB REVENUE & EXPENSES FORECAST REPORT : Quarters 7th to 12 th

Quarter	Year/Month	Company Profit Margin Amount	Company Expenses Amount	Gross Profit Margin ₹	FY
7th	2023/Aug	₹ 2,05,62,000.00	**₹ 71,96,700.00**	₹ 1,33,65,300.00	2023-24
	2023/Sep	₹ 2,32,35,000.00	**₹ 81,32,250.00**	₹ 1,51,02,750.00	2023-24
	2023/Oct	₹ 2,62,55,500.00	**₹ 91,89,425.00**	₹ 1,70,66,075.00	2023-24
			₹ 2,45,18,375.00	₹ 4,55,34,125.00	
8th	2023/Nov	₹ 2,96,68,500.00	**₹ 1,03,83,975.00**	₹ 1,92,84,525.00	2023-24
	2023/Dec	₹ 3,35,25,500.00	**₹ 1,17,33,925.00**	₹ 2,17,91,575.00	2023-24
	2024/Jan	₹ 3,78,83,500.00	**₹ 1,32,59,225.00**	₹ 2,46,24,275.00	2024-25
			₹ 3,53,77,125.00	₹ 6,57,00,375.00	
9th	2024/Feb	₹ 4,35,66,000.00	**₹ 1,52,48,100.00**	₹ 2,83,17,900.00	2024-25
	2024/Mar	₹ 5,01,01,000.00	**₹ 1,75,35,350.00**	₹ 3,25,65,650.00	2024-25
	2024/Apr	₹ 5,76,16,000.00	**₹ 2,01,65,600.00**	₹ 3,74,50,400.00	2024-25
			₹ 5,29,49,050.00	₹ 9,83,33,950.00	
10th	2024/May	₹ 6,62,58,500.00	**₹ 2,31,90,475.00**	₹ 4,30,68,025.00	2024-25
	2024/Jun	₹ 7,61,97,500.00	**₹ 2,66,69,125.00**	₹ 4,95,28,375.00	2024-25
	2024/Jul	₹ 8,76,27,000.00	**₹ 3,06,69,450.00**	₹ 5,69,57,550.00	2024-25
			₹ 8,05,29,050.00	₹ 14,95,53,950.00	
11th	2024/Aug	₹ 10,07,71,000.00	**₹ 3,52,69,850.00**	₹ 6,55,01,150.00	2024-25
	2024/Sep	₹ 11,58,86,500.00	**₹ 4,05,60,275.00**	₹ 7,53,26,225.00	2024-25
	2024/Oct	₹ 13,32,69,500.00	**₹ 4,66,44,325.00**	₹ 8,66,25,175.00	2024-25
			₹ 12,24,74,450.00	₹ 22,74,52,550.00	
12th	2024/Nov	₹ 15,32,59,500.00	**₹ 5,36,40,825.00**	₹ 9,96,18,675.00	2024-25
	2024/Dec	₹ 17,62,48,500.00	**₹ 6,16,86,975.00**	₹ 11,45,61,525.00	2024-25
	2025/Jan	₹ 20,26,86,000.00	**₹ 7,09,40,100.00**	₹ 13,17,45,900.00	2025-26
			₹ 18,62,67,900.00	₹ 34,59,26,100.00	

India Market Research Report





Notes: Data is shown using current exchange rates. The applied current exchange rates are displayed in the Key Market Indicators below. This replacement of the 2017 constant exchange rate with current exchange rates was carried out in October 2021.

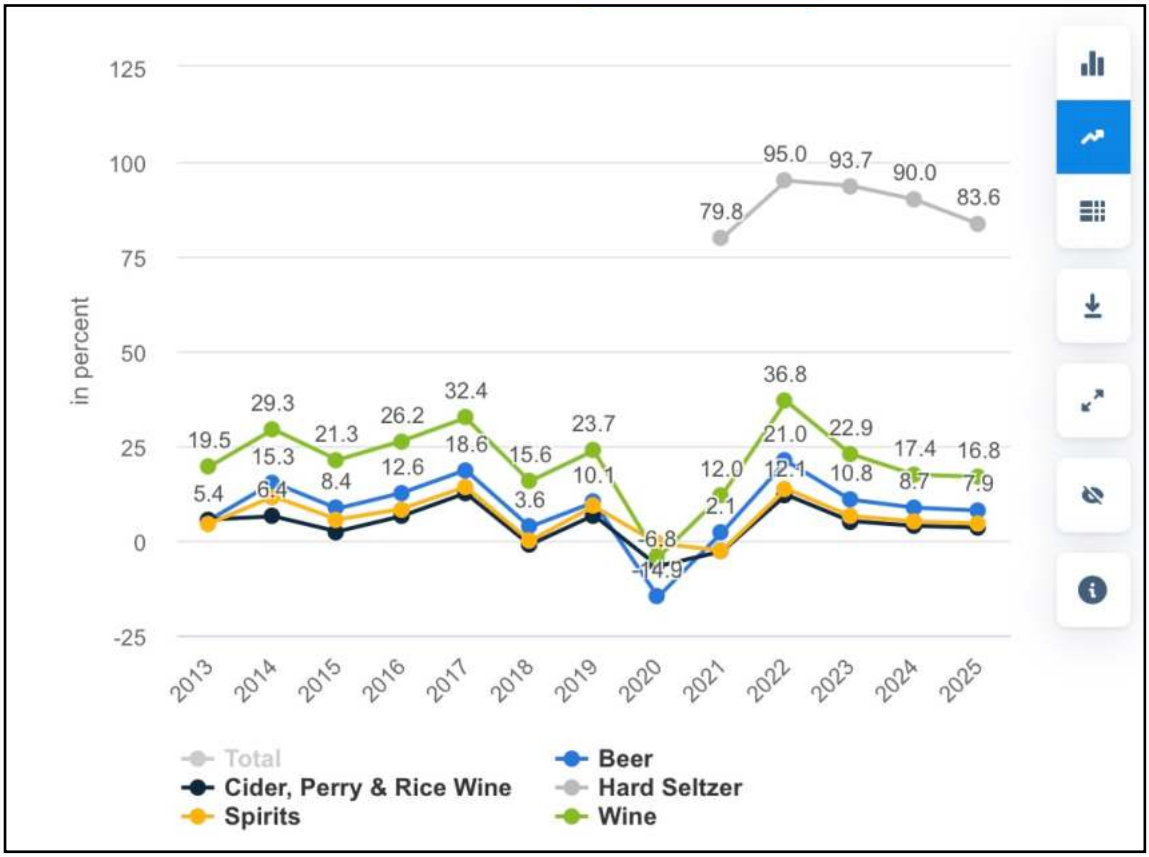
Most recent update: Oct 2021

Source: Statista

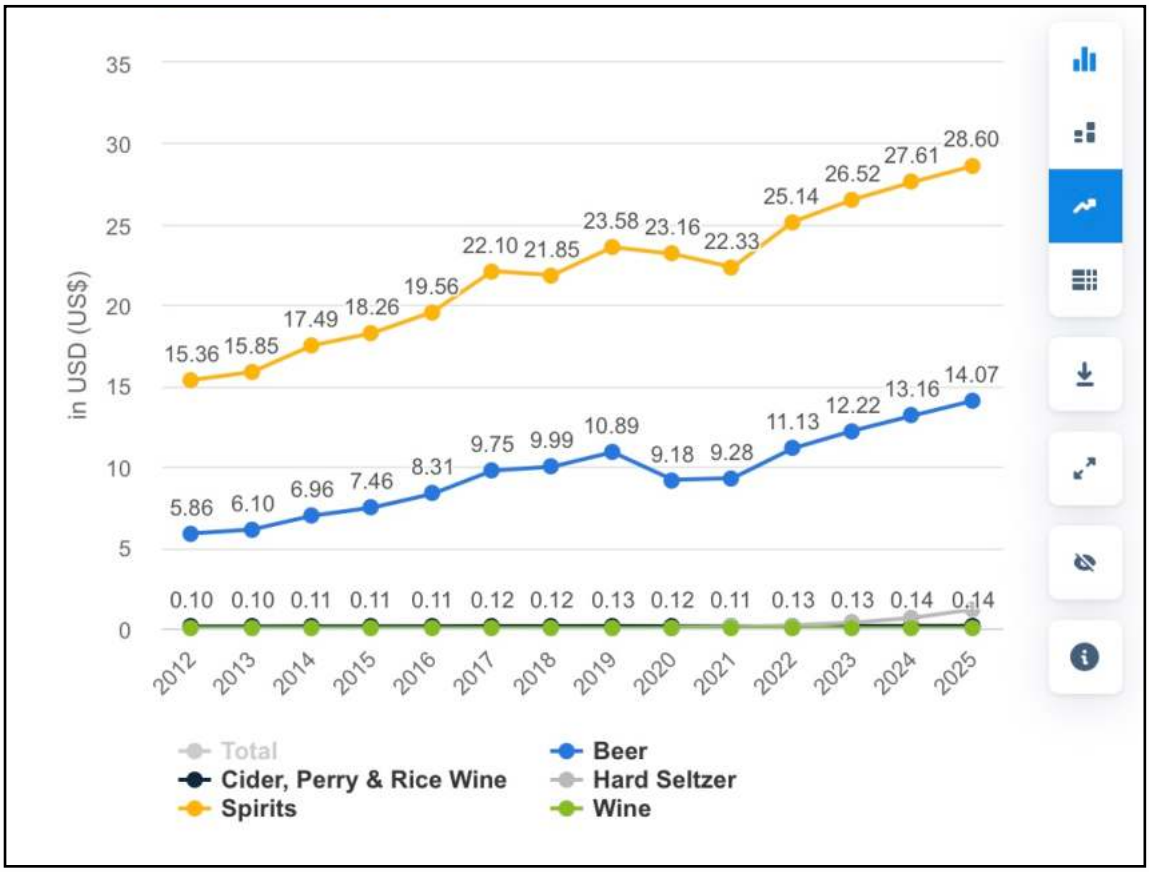
Revenue By Segment Indian Spirit Market

Revenue Segment Indian Spirit & Beer Market

- Revenue in the Alcoholic Drinks market amounts to ₹3,962,490m in 2022. The market is expected to grow annual by 10.21% (CAGR 2022-2025).
- The market's largest segment is the segment Spirits with a market volume of ₹2,724,042m in 2022.
- In global comparison, most revenue is generated in China (₹25,497,251m in 2022).
- In relation to total population figures, per person revenues of ₹2,817.01 are generated in 2022.
- In the Alcoholic Drinks market, 0.4% of total revenue will be generated through online sales by 2022.
- By 2025, 13% of spending and 10% of volume consumption in the Alcoholic Drinks market will be attributable to of-home consumption (e.g., in bars and restaurants).
- In the Alcoholic Drinks market, volume is expected to amount to 14,712.6ML by 2025. The market for Alcoholic Drinks market is expected to show a volume growth of 4.9% in 2023.
- The average volume per person in the Alcoholic Drinks market is expected to amount to 9.23 L in 2022.



Revenue Change By Segment Indian Alcoholic Market



Average Revenue Per Capita Graph

Rs 3.9 trillion alcohol beverage market to grow at 6.8%: ICRIER (Business Standard)

India is one of the fastest growing alcoholic beverages markets globally with an estimated market size of 52.5 billion dollars (about Rs 3.9 lakh crore), ICRIER has said.

India is one of the fastest growing alcoholic beverages markets globally with an estimated market size of 52.5 billion dollars (about Rs 3.9 lakh crore), the Indian Council for Research on International Economic Relations (ICRIER) has said.
The market is expected to grow at a CAGR of 6.8 per cent till 2023, it said. The industry contributes to around 15 lakh jobs.

ICRIER said over 70 per cent of the growth in alcoholic beverages consumption in India in the next decade will be driven by the lower middle and upper middle-income groups, and there is a growing trend towards product premiumisation.

The sector is open to foreign investments and many states offer subsidies for local manufacturing (like Maharashtra and Karnataka for wines).

From the demand side, said ICRIER, factors such as rapid urbanisation, changing consumer preferences and a sizeable and growing middle-class population with increased purchasing power have contributed towards growth in demand for alcoholic beverages.

The number of people consuming alcohol increased from 21.9 crore in 2005 to 29.3 crore in 2018 and is projected to increase to 38.6 crore by 2030.

The share of the upper-middle income group in alcohol consumption has increased steadily from 7 per cent to 21 per cent and is expected to increase to 44 per cent by 2030.
Alcoholic beverages are among the top three sources of revenue earning across most states.

Yet, said ICRIER, there seems to be a lack of transparency, predictability and clarity in the tax regime to ensure that revenue earning objective is aligned with other objectives of the government like 'Make in India' and exports from India.

The governance and pricing models for alcoholic beverages vary widely across the states. The states through their excise policies, control the entire supply chain of alcoholic beverages from manufacturing and distribution to registration and retail.
ICRIER said there are frequent and ad-hoc changes in these policies, creating uncertainty and preventing manufacturers/distillers to plan their investment.

Hence there is need for adopting clear and predictable policies, develop data-driven models and technology interventions.
The government should focus on phased tariff and other duties reduction and Indian companies should be-encouraged to export to improve the trade balance. Duty reduction for intermediate products can enhance-value addition in India and boost domestic manufacturing potential.

This can help India in bringing in more investments into the sector, encourage innovation, improve ease of doing business, increase domestic manufacturing capabilities and enhance exports, said ICRIER.

WSB PRODUCTION COST : Alden & Crazy Eights Whiskey

Quarter	Year/Month	Production Charges
1st	2022/Feb	₹ 72,00,000.00
	2022/Mar	₹ 79,20,000.00
	2022/Apr	₹ 87,12,000.00
		₹ 2,38,32,000.00
2nd	2022/May	₹ 95,83,000.00
	2022/Jun	₹ 1,05,42,000.00
	2022/Jul	₹ 1,15,96,000.00
		₹ 3,17,21,000.00
3rd	2022/Aug	₹ 1,27,56,000.00
	2022/Sep	₹ 1,40,31,000.00
	2022/Oct	₹ 1,54,34,000.00
		₹ 4,22,21,000.00
4th	2022/Nov	₹ 1,69,78,000.00
	2022/Dec	₹ 1,86,75,000.00
	2023/Jan	₹ 2,05,43,000.00
		₹ 5,61,96,000.00
5th	2023/Feb	₹ 2,25,97,000.00
	2023/Mar	₹ 2,48,57,000.00
	2023/Apr	₹ 2,73,42,000.00
		₹ 7,47,96,000.00
6th	2023/May	₹ 3,00,77,000.00
	2023/Jun	₹ 3,30,84,000.00
	2023/Jul	₹ 3,63,93,000.00
		₹ 9,95,54,000.00

WSB PRODUCTION COST : Alden & Crazy Eights

7th	2023/Aug	₹ 4,11,24,000.00
	2023/Sep	₹ 4,64,70,000.00
	2023/Oct	₹ 5,25,11,000.00
		₹ 14,01,05,000.00
8th	2023/Nov	₹ 5,93,37,000.00
	2023/Dec	₹ 67051000.00
	2024/Jan	₹ 7,57,67,000.00
		₹ 202155000.00
9th	2024/Feb	₹ 8,71,32,000.00
	2024/Mar	₹ 10,02,02,000.00
	2024/Apr	₹ 11,52,32,000.00
		₹ 30,25,66,000.00
10th	2024/May	₹ 13,25,17,000.00
	2024/Jun	₹ 15,23,95,000.00
	2024/Jul	₹ 17,52,54,000.00
		₹ 46,01,66,000.00
11th	2024/Aug	₹ 20,15,42,000.00
	2024/Sep	₹ 23,17,73,000.00
	2024/Oct	₹ 26,65,39,000.00
		₹ 69,98,54,000.00
12th	2024/Nov	₹ 30,65,19,000.00
	2024/Dec	₹ 35,24,97,000.00
	2025/Jan	₹ 40,53,72,000.00
		₹ 1,06,43,88,000.00

WSB Happy Business Associates & Our Team