



**Business Proposal by**  
**Joint Alliance of Vsquare Enterprises & SVL IMPEX PRIVATE LIMITED**

## About Vsquare Alcobev & SVL Impex

- *We are leading Importer of South India for past 7 years and supplying across South India including Government Retails , Hotels & Clubs.*
- *We Introduce various Brands from International Market into the market under SVL IMPEX Private Limited and that too Reach Milestones in Selling.*
- *Through Our Collaboration, Our vision to being Market leader in Wines & Spirits.*
- *Our Team consist Market leaders in Liquor Trade & International Wine Trade through the guidance of Visionary Consultants to reach Market Leader category in 2025.*



## Our Vision & Mission

### *Missionary Statement :*

*Become an leading Importer for International brands in the Country and achieve 3000 Cases of Volume in each Selling category per quarter.*

### *Visionary Statement :*

*By 2022 Become a Manufacturer of IMFL of Wines & Spirits.*



## Brands\_SVL Impex



- **Brand & Made : Fort Glen – Scotland**
- **Age : 3 & 12 Yrs**
- **Current Selling Capacity : 1500 Cases/Month**
- **Profit Margin : 4800/Case**



- **Brand & Made : Marnat –France**
- **Good Selling in South**
- **CSC : 3000 Cases/Quarter**
- **Profit Margin : 4800/case**



- **Brand & Made : Crystal Azerbaijan**
- **Exclusive for Indian Market**
- **Exclusive : Aroma of Candid Ginger & Apricot**
- **CSC : 3000 Cases/Quarter**
- **Profit Margin : 4800/Case**



## Brands \_Vsquare Alcobev



***Brand : Pure Amino  
Made : Newzealand  
Exclusiveness : Coconut &  
KIWI in Vodka  
Bottled Rights for ASIAN  
Countries***



***Brand : Rebel Heart 1916  
Made : Dublin -Ireland  
Exclusiveness : Triple Distilled  
& Double Casked Irish  
Whiskey  
Age : 3 Years  
Exclusive Brand***



***Black's Golden Rum  
Made : Dublin –Ireland  
Exclusivity : First Irish Golden Rum in India  
Aged : Blended***

## Brands\_Vsquare Alcobev



*Red Deer Brandy*  
*Made : Netherland*  
*Exclusivity : Premium Finest Blend*



*Sylvius Gin*  
*Made : Netherland*  
*Exclusivity : Dutch Dry Gin*



*Maximus London Dry Gin*  
*Made : Netherland*  
*Exclusivity : Premium Dry Gin*



## Brands\_Vsquare Alcobev



*Royal Dutch Vodka*  
*Made : Netherland*  
*Exclusivity : Plain Vodka*



*Dawn Sailor White & Black Rum*  
*Made : Carribean*  
*Exclusivity : Carribean Blend Rum*



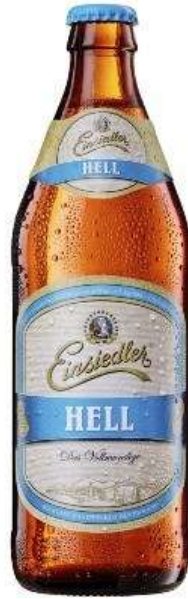
*Viva Mexico Tequila*  
*Made : Mexico*  
*Exclusivity : White Tequila*



Brands\_Vsqaure Alcobev



*Einsiedler Bock Hell*  
*Made : Germany*  
*Exclusivity : German Barley*



*Einsiedler Hell*  
*Made : German*  
*Exclusivity : German Barley Malt*



*Bhutaneese Beer*  
*Made : Bhutan*  
*Exclusivity : Red Rice Beer*





## Market Size

*According to Latest Survey of Goldstein Research Indian Liquor Industry will grow upto **\$35bn** by **2024** with CAGR of **7.4%** Y-o-Y Growth.*

<b>State</b>	<b>No. Of. Retail Stores</b>	<b>Market Bond</b>	<b>Payment Terms</b>
<i>Tamil Nadu</i>	<i>5000+</i>	<i>Company to Government</i>	<i>30 after Supply</i>
<i>Pondy</i>	<i>100+</i>	<i>Company to Distributor</i>	<i>90 Days Credit</i>
<i>Karnataka</i>	<i>1200+</i>	<i>Company to Government</i>	<i>After Delivery from Depot</i>
<i>Goa</i>	<i>100+</i>	<i>Company to Distributor</i>	<i>90 Days Credit</i>
<i>Kerala</i>	<i>1200+</i>	<i>Company to Government</i>	<i>After Delivery from Depot</i>

### *Future Plans :*

*Across India and Capture 15% market share in Imported wine & Spirits.*



## Our Journey So Far

<i>Financial Year</i>	<i>Revenue in Lakhs</i>	<i>Gross Profit in Lakhs</i>	<i>Brands in Portfolio</i>	<i>Sold Cases/quarter</i>
<i>2015-2016</i>	<i>46.7</i>	<i>15</i>	<i>2</i>	<i>100</i>
<i>2016-2017</i>	<i>5.5</i>	<i>1.5</i>	<i>2</i>	<i>120</i>
<i>2017-2018</i>	<i>95</i>	<i>28.5</i>	<i>2</i>	<i>140</i>
<i>2018-2019</i>	<i>65</i>	<i>19.5</i>	<i>2</i>	<i>160</i>
<i>2019-2020</i>	<i>85</i>	<i>25.5</i>	<i>3</i>	<i>200</i>

**Current Strength:**

***FL2 & FL3 Sales & Brand Stability.***

***Brand Exclusive Rights from Manufacturer.***



## Projection for 2020 -2023

<i>Financial Year</i>	<i>Total Revenue</i>	<i>Total Expenses</i>	<i>Net Profit</i>	<i>Net Profit %</i>
<i>2020-2021</i>	<i>13,19,51,600.00</i>	<i>11,15,50,300.00</i>	<i>2,04,01,300.00</i>	<i>15.46</i>
<i>2021-2022</i>	<i>59,56,18,650.00</i>	<i>47,76,77,700.00</i>	<i>11,79,40,950.00</i>	<i>19.80</i>
<i>2022-2023</i>	<i>1,19,65,59,540.00</i>	<i>93,91,86,420.00</i>	<i>25,73,73,120.00</i>	<i>21.51</i>



## Future Expansion Plans

- *Expand the market to 25 states across the country & Get 15% Market share in Each Corporation under Import Portfolio.*
- *Start Bottling Rights of least two Brands and Strengthen the Local Sales in all retail categories. Min 20000 Cases in a Month and Reach 100 Crores Turnover by 2023.*
- *Explore More IMFL Brands Reach under Portfolio and reach Pan India Sales Network with in 2025.*
- *Contracted Distillery Setup with in 2025 and reach net Profit of 100 Crores in 2025.*



## Board Of Directors



***Mr. Sunil Kumar***

***MD – Business, Marketing & Supply***

***Experience in Overseas Trade & Brand Strategy in Indian Market. SVL is the Brainchild of Sunil & Vinoth .***



***Mrs. Vinodhini M***

***Managing Director***

***She is having well known experience in handling Finance & Operations in New Age Startups.***



## Our Expert Team



***Mr. Viswanathan M***

***MD – Expansion Strategy & Investor Relations***

***Young Entrepreneur experienced in working various new age start ups & founding Hospitality startup named Ulo Hotels .***



***Mr. Siva Sankar***

***GM – Sales & Marketing***

***Had 3 Decades of experience in South Market in various Distilleries & Import Brand Marketing Experience.***

## *Current Fund Ask – INR 3 cr.*

### *Funds Utilised For :*

- *Keep SKU in all categories as Per ASQ (Average Sales Quantity)*
- *Talent Hiring*
- *Promotional Activities Like Events, Gift Activities to increase sales .*
- *Sales Schemes &Marketing Expenses*
- *Ground work For manufacturing.*
- *Explore New Brands & Added in Portfolio*
- *New Market Expansion and aim to reach 25 states in India by March 2023*
- *South India Sales Setup & Government Corporation Registration*



## Funding Stage

### *Current Plan Funding Stage : FY 2020 -2021*

<i>FY 2020 -2021</i>	<i>Amount (In Crores)</i>
<i>August 2020</i>	<i>1 CR</i>
<i>December 2020</i>	<i>1 CR</i>
<i>Feb 2020</i>	<i>1 CR</i>

### *Future Funding Plan for Contract Manufacturing : FY 2022 -*

<i>2023 Month &amp; Year</i>	<i>Amount (In Crores)</i>	<i>Process</i>
<i>Nov 2020</i>	<i>4 CR</i>	<i>Distillery Set Up , Approval &amp; Hirings.</i>
<i>Feb 2021</i>	<i>4 CR</i>	<i>Sales Operation Set up</i>
<i>June 2021</i>	<i>3.5 CR</i>	<i>South India Expansion</i>
<i>Nov 2021</i>	<i>3.5 CR</i>	<i>New Brand Rights</i>







**V SQUARE**  
ALCOBEV

