



ABOUT KYNDAL GROUP

KYNDAL IS THE FASTEST GROWING ALCOBEV COMPANY IN THE PREMIUM SEGMENT. IT IS A LEADING ALCOBEV COMPANY OFFERING THE MOST COMPREHENSIVE SERVICES, MANUFACTURING CAPABILITY AND DISTRIBUTION. IT IS THE CATALYST THAT SPARKS GROWTH AND INVESTMENT, KINDLING NEW IDEAS INTO PROFITABLE VENTURES. THE COMPANY IMPORTS, MANUFACTURES AND DISTRIBUTES SOME OF THE WORLDS' MOST EXCLUSIVE LUXURY BRANDS.

KYNDAL WAS SET UP IN 2002 AS A WHOLLY-OWNED SUBSIDIARY OF WHYTE & MACKAY (THEN CALLED KYNDAL SPIRITS UK). SIDDHARTH BANERJI LED A MANAGEMENT BUYOUT OF KYNDAL SPIRIT'S RIGHTS IN THE INDIAN SUBCONTINENT IN 2006. TODAY, KYNDAL GROUP IS AN INDEPENDENT ALCOBEV COMPANY THAT MANUFACTURES, MARKETS AND DISTRIBUTES PREMIUM BRANDS IN THE INDIAN SUB-CONTINENT, FAR EAST AND THE MIDDLE EAST.

THE CORE STRENGTHS OF THE COMPANY ARE BRAND BUILDING AND CREATING VALUE AND CREATING NEW CATEGORIES. BRANDS LAUNCHED BY KYNDAL HAVE EXCEEDED IN VALUE COMPARED TO COMPETITION BRANDS. KYNDAL HAS BEEN CREDITED FOR LAUNCHING BRANDS SUCH AS ABSOLUT VODKA, REMY MARTIN AND JIM BEAM AMONGST OTHERS IN THE INDIAN SUBCONTINENT.

KYNDAL HAS STRONG PARTNERSHIPS THAT HAVE LED TO EQUAL JOINT VENTURES SUCH AS WITH THE EDRLINGTON GROUP TO BOTTLE CUTTY SARK BLENDED SCOTCH WHISKY AND WITH LUCAS BOLS B.V. TO BOTTLE BOLS PREMIER XO EXCELLENCE, BOOTZ AUTHENTIC DUTCH GRAPE AND BOLS XO EXCELLENCE BRANDIES IN INDIA. KYNDAL ALSO HAS A SELECT IMPORTED PORTFOLIO COMPRISING OF BOLS LIQUEURS, GALLIANO, SAMBUCA VACCARI AMONGST OTHERS.

TODAY MANY OF KYNDAL'S BRANDS ARE MARKET LEADERS IN THEIR KEY MARKETS. RELATIVELY NEW ENTRANT IN THE INDIAN MADE FOREIGN LIQUOR MARKET (IMFL), KYNDAL INDIA HAS BECOME LARGEST MANUFACTURER OF PREMIUM BRANDY IN SOUTH INDIA THROUGH ITS JV – BOLS KYNDAL INDIA PRIVATE LIMITED.