



**The Great Spirit Company**

*One of the recognized destination to*

**procure finest  
collection of  
Alcoholic  
Beverages and  
related  
technologies is**



**THE GREAT  
SPIRIT COMPANY**

**The company is note worthy exporter and supplier**

+91-8939938840, +91-9884099290

[www.thegreatspiritcompany.in](http://www.thegreatspiritcompany.in)

# ABOUT US

We are one of the largest exporters of bulk Spirits-namely high strength aged / unaged single grain whisky in 80%v/v.in ISO Tankers & HDPE barrels. We offer Single malts Aged 3 YO /Fresh malt spirits in ISO tankers or in HDPE barrels. We offer Indian aged Grape spirits in ISO tanker and in HDPE barrels. We offer High strength vodka 5 x distilled and 5 x filtered and finally polished in diamond column. Since 2007 our company is engaged in introduction of international brands by franchising to bottlers in Alcoholic beverages in Indian and Far eastern markets. We are engaged in buy- sell- broker Grain Distillery- Molassess Distillery - IMFL Bottlery- Transferring IMFL License, Brewery license etc in India and Far East.

We are proud to have introduced "Colored and Flavoured VODKA" range into India and few of these are approved in "Army Canteen Stores Department" in Ministry of Defense.Few more are in pipeline including our "American White Whiskey, Mexican Tequila , Brazilian Cachaca and European Absynthe." We had introduced "Activated charcoal Filtration process" for the first time in India for making smoothest dutch Resolute vodka.in Pink and Black for one of our client in India who is registered supplier into CSD. Now we are introducing the "Vodka Polishing unit" where spirit is passed through Semi -precious stone beds and travertine beds. We are introducing the Accelerated Ageing of



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Spirits by a US patented Process that cuts down cost, time and ware house space and offers greater control over quality. This process /product would help IMFL bottlers in this part of the globe to introduce aged Indian whisky, Grape Brandy and Cane Juice Rum, wines in Premium segment. We are also engaged in buy/sell/ brokering distilleries, IMFL bottling units, Malt Spirit units with license in different Indian States. We are also offering complete automation in bottling hall for existing and new units. Totally computer controlled operation in bottlery. We also offer lower segment Bottled whiskey in Whisky/Rum/Vodka in 90ml / 180ml and in 750ml.

Name of CEO

**Mr. Murlio**

Year of Establishment

**1999**

Nature of Business

**Manufacturer/exporter/Supplier & Service Provider**

Number of Employees

**Below 20**

Annual Turnover

**Rs. 5 Crore Approx.**

Market Covered

**India, Gulf Countries and Africa**

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# OUR PRODUCTS



Velvet Gin



Azul Vodka



Ethanol 96% HS  
2207-2000



Mini Prosecco Wine



Ethanol 99.8% HS  
2207-2000



Ethanol in ISO tanker 25KL  
HS 2207-1090



Organic Cuvée Wine



Telephone Gin



Organic Rose Wine



Prosecco Frizzante Wine



Prosecco Spumante Wine



Zero Lat Cane Rum

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# OUR PRODUCTS



Vodkila (Vodka+Tequila)



Bulk Single Malt Whisky



Brave Sword Single Malt



Single Grain Whiskey Tank



Special Denatured Spirit(SDS)



Bulk Single Malt Single Grain Whisky

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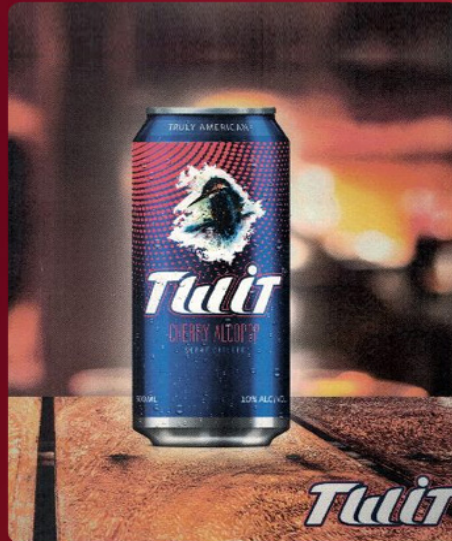


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## OUR PRODUCTS



**Brave Sword Single Malt  
Single Grain**



**Twit Alcopop 10% Alc /  
Alucan Filling Line**



**Isopropyl Alcohol**

## OUR SERVICES



**Cassava Agronomy**



**Malt & Pot Still Whisky Making  
Machine Installation**

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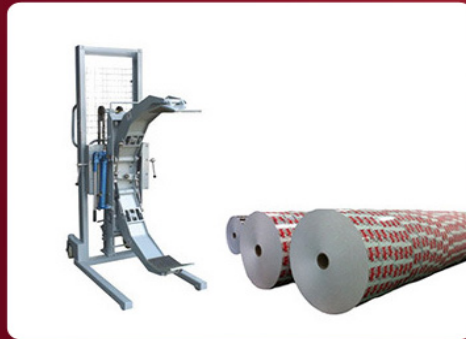


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# OUR SERVICES



**Automatic 3-5-7 Ply  
Corrugation Plant Installation**



**Aseptic Brick Carton Aseptic  
Filling Machine Installation**



**Microbrewery System  
Installation**



**Aseptic Brick Carton Juice  
Filling Machine Installation**



**Liquor bottling Automation**



**Rapid Spirits Maturation**



**Vodka Birch Filtration**



**Alcohol Beverage Unit Buying  
Agent**

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# DIRECTOR MESSAGE



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## Humble Message to Possible Investor

I never really, truly understood the importance of brand, until I Started developing my products to put into market place. The brand is not only, the appearance of your product, It is what your product says, it is what your product is. It is your product story, that is integral to the the message that you try to bring to the market place.

All these factors make your product special, unique, interesting, and of course, give people the reason to buy.. The Brand is the heart of any product with over two decades of experience, developing brands for the spirits industry, my products for different distilling and bottling portfolios in EU, I am ready to bring that knowledge and expertise to your business.

A brand is a full circle of development that starts with the look and and feel of the product, developing identity message and back story of course, in spirits industry, there is also complicated TTB,cola in US market as well certain institutions like Military canteen stores in various countries around the world, approval process to contend with, of which, I have vast experience.



*Murlio*

**Murlio**  
The Great Spirit Company

## Message for Alco Bev Startup Promoters from Murlio

You have a great product. Now you need to sell it. Your message as big as the look and feel of all your marketing materials to fit the overall image of your company or as small as your sales representative actually talking to the customers. Having a consistent message across marketing channels should be a priority for any business and marketing team.

I also take a 360 degree look at the entire marketing plan and sales strategy from top to bottom. An out side independent review can be invaluable., as a business owner can never be truly objective..I have a decade of direct sales experience as well 20- years of blending and product development,I am aware how and what sells and how to sell it.,I will make sure entire marketing team knows where to focus in terms of ideal customer and what message they are trying to convey.. This means the sales people are are communicating the message as your social media.

As a small business , you need to get your product in front of more people and make sure you are selling it to them.Message is integral to every aspect of the sales process, from social media to traditional advertising to exactly what your sales reps are saying.. The importance of consistency in messaging will determine your success of business.



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