

Basil 

Redefining Alcobev

Redefining Ambition



A Proven Turnaround: From Crisis to Scalable Growth



Heritage

Founded in 2021, Basil achieved a dominant 35% market share in the competitive Delhi wine category.



Pivot

Strategic relocation to India; successfully pivoted from wine to the high-margin spirits market.



Crisis Manage

Personally restored relationships with tier-1 distributors and secured backing from IPV.



The Proof

Glandore launch achieved an immediate 100% sell-out, confirming instant market demand.



Building a high-margin brand fortress with a deep economic moat

Our Investors Are Our Biggest Champions!

An year ago, Basil Alliance raise around 1 Cr. from the visionary team at **Inflection Point Ventures (IPV)**

We Promised to disrupt the North Indian AlcoBev Market

Today We Are Delivering On That Promise



Launched
Glandore
Whiskey In the
North Indian
Market



Achieved
Instant Product
Market Fit



An Import and
Distribution
Engine capable
of Massive
Scale



Beyond
StartUp, Ready
For Growth!



Indian AlcoBev : Capital and Culture

Unprecedented Tailwind



Indian AlcoBev companies have raised closed to 1000 Cr. in Venture and Private capital in last 2 years!

The Public Validation



Successful Public Listings and Market Performance Rewriting Sector Valuation!

The Cultural Catalyst



Direct Stakeholders and Brand Ambassadors Driving Premiumization!

The Big Indian Thirst!

What's Driving India's Liquid Gold Rush



100 million new adults by 2030
A "New" Country added every 5 Years!



Shift to Premium choices!
2x more to upgrade 'Premium' Alcohol
than their daily groceries or food!



Market to cross \$ 100 billion!
Outperforming FMCG and the premium
segment outpacing hottest tech sectors!



Welcome "Model Shop" era!!
We are now selling to the couple
browsing the aisle together on a Friday
evening."



India's First Australian
Whiskey!

10 Years Ago, There Was No Irish Whiskey!

Today we call it

JAMESON
IRISH WHISKEY

5 Years Ago, There Was No Indian Single Malt!

Today we call it

INDRI



Invest in India's First Australian Whiskey

We didn't just launch a whiskey We created a new segment.

Glandore Shattering Boldest Projections

- Cracking the "Affordable Luxury" Code
- India's First Australian Whiskey at ~ Rs. 2000
- New Category and exceeding aggressive estimates.

Consumer Verdict

Instant Adoption

Distributor Verdict

**"Finally something
NEW which moves
faster"**

Unit Economics

**10,000 bottles
sold @ 25% Net
Profit Margin**



The Glandore Effect!

*Whiskey affinity outpaced all prior market estimates.
The Boom in the Indian Single Malt sales proves it!*

Glandore : An Anchor Of Our Portfolio

- Commands better shelf space and bundling opportunities.
- Transfer of Distributor trust in our "New World" curations.

**Glandore opens the door,
our portfolio walks in !**



Est. Annual Cases (Million) Sales
in North India

Our Own Brands!!



Building Brand Wealth!

Whiskey

Glandore - India's First Australian Whiskey

Launched recently in Haryana, UttarPradesh and Delhi

Wine

Glenside D'Vine (Australian Shiraz and Chardonnay)

Jacobson (Australian Shiraz Cabernet)

Selling extremely well in Delhi, UP, Daman, Meghalaya

Gin

Melbourne Fusion

Launched recently in Daman and Haryana

Ready To Drink (RTD)

SkyShots Buckets

Rage in Delhi, UP and Haryana!

Scaling Liquid Success

Welcoming Global Iconic Brands!



Risk Diversification



Accelerated Growth



Valuation Multiple



Invest in high-margin brand growth fueled by record tailwinds!

Evolution : From Brands to Consumers

**We need to move from
"managing cases" to
"owning the customer"!**



Enter The “Model Shop” Era!

From Iron Cages To Air Conditioned Aisles

The Browsing Economy



54% of shoppers in premium stores enquire about new products, discovering brands like Glandore.

The Female Consumer



63% of women shoppers walk in to make their own choices, unlocking the other 50% of our demographic.

The Premium Effect



Shoppers spend 200% more in premium stores compared to regular vends.

The Retail Advantage!

"Where" We Sell Dictates "What" We Sell

The 100 Cr. Shop!



NEWS

Record-Breaking Deal,
Gurugram Liquor shop
sold in ₹98 Cr,
Highest in Haryana

Margins in Premium Liquor Retail Are
Generous and Trending Upwards YoY!

No e-Commerce



State Legislations and Solving for LDA
Makes Alcohol Impossible for Online Sale!

The Basil Portfolio



Our Brands fit "Premiumization" trend
perfectly—better liquid, better story,
affordable luxury.

A Casino Where Basil Always Wins!

The "Secret Sauce" of Liquor Retail

Renting Eyeballs!



Big brands pay premium "Display Charges" just to be at eye level or in the chiller.

Cash Cow Funds



Government guaranteed standard retailer margin (approx. 15-20%) covering the overheads.

The Basil Portfolio



Know exactly what a 28-year-old in Lucknow buys on a Friday vs. a Tuesday.

The cage is open. Investing in Retail makes sense!

Vertical Integration & Retail Dominance

Premium retail environments serve as "Brand Shrines," positioning Basil as a curator of luxury and capture maximum value across the vertical chain

Invest in the evolution of Basil



Securing Growth

Tangible Assets and Resilience

*Our next expansion secures
your investment, instantly
elevating the brand to a position
of luxury and heritage !!!*



The Basil Vineyard & Resort Project

UP Govt's "Made in UP" Wine Policy

Own a Land Parcel



The UP Excise Policy 2025 invites EOI to buy/lease land for setting up a vineyard and promote wine tourism.

25% Capital Subsidy



The UP Policy 2022 refunds up to 25% of our investment in building the resort and winery.

Zero Stamp Duty



Zero Stamp Duty on the land lease/purchase for the first transaction.

Zero Excise Taxes



Wines produced in UP are exempt from Excise Duty for 5 years.

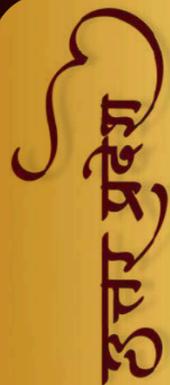
"Nashik Of North" - Investment Backed by Massive State Subsidies.

Investing in "Prestige" & "Power"



The "Blue Sky" Effect

Being a Pioneer, Basil Will Get Free PR worth Crores - We will be the poster child.



Governance Goodwill

By employing farmers and boost state tourism, we transition from being "Liquor Traders" to "Nation Builders."



"Halo Effect"

A "Winery Brand" with a tourist destination trades at 20x-30x. We stop being just "Importers" and become "Producers."



Global Recognition

The destination for international delegations, trade envoys, our partners and stakeholders visiting UP, serving own wine.



Assets that money can't buy : Influence & Legacy

Case Study : The “Nashik” Catalyst

Policy and Tourism Fuels the “Big 3” Growth



The Maharashtra Grape Policy ensures industry viability by offsetting high production costs with critical subsidies.

Sula pioneered the "destination winery" concept (tasting rooms, resorts, music festivals)



Tourism generates just ~10% of revenue but drives nearly 1/3rd of operating profit—a high-margin shield against retail volatility."

The Strategic Moat

A defensible asset base that insulates Basil from volatility while driving massive capital appreciation.

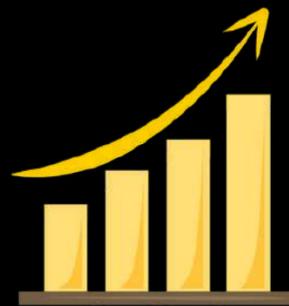
- Strategic land acquisition offers a high-yield valuation multiplier.
- 100% exemption on stamp duty for the purchase of land for the project.
- Capital Subsidy of 25% on new Tourism Units.
- Capital subsidy of 35% on plant, machinery, and technical civil works.
- 5% interest subsidy for 5 years on bank loans.
- 100% Exemption from Electricity Duty for the first 10 years.
- Property tax and water/sewerage taxes at lower industrial rates.
- Reimbursement of 100% of net SGST for a period of 5 years.

..... and many more benefits!



The Investment Philosophy

Scale



Inventory injection to fulfill our portfolio including Glandore Whiskey.

Shelf



Expand into premium retail to own the "last mile" with maximum margin.

Soil



Leveraging "Made in UP" policy to initiate work on Vineyard & Resort

Immediate cash flow to long-term asset creation
We are capturing the full value chain.

Inventory Scale - ₹6.00 Crores Investment

Burn vs. Rotation

₹3.5 Cr (58%) is Rotation Capital (Inventory/Customs Duties) – This money comes back.

₹2.5 Cr (42%) is Growth Spend (Marketing/Team/Listings) – This buys market share.

<u>Bucket</u>	<u>Allocation</u>	<u>Purpose</u>	<u>Why this is Critical</u>
Inventory Rotation Fund	₹3.50 Cr	Stock Procurement & Customs Duties	To sell 5k cases, you need ~10k cases in the "Supply Chain Pipe" (On water + Bond + Warehouse). This fund pays the heavy Import Duty upfront.
Market Expansion (Listings)	₹1.00 Cr	Excise Registration & Shelf Rental	Entry costs for new states (Delhi, Mumbai, Blr) and "Listing Fees" for premium retail chains/hotels.
Brand & Marketing	₹0.80 Cr	"Liquid on Lips" & Trade Schemes	Tastings, Influencer events, and schemes to incentivize retailers to push your stock.
Sales Team & Ops	₹0.70 Cr	Salaries & Logistics	Hiring Regional sales team to drive the 5,000 number.
TOTAL	₹6.00 Cr		

Objective : Scale monthly sales to 5,000 Cases by Dec 2026.

Inventory Scale - Return Of Investment

This is the cash machine!

A ₹6 Cr inventory engine generates ₹5.28 Cr pure profit in the base case, almost paying back the entire inventory investment in Year 1!

Metric	Conservative (3x Rotation)	Moderate (4x Rotation)	Pragmatic (5.5x Rotation)
Capital Deployment	₹6.00 Cr	₹6.00 Cr	₹6.00 Cr
Stock Rotation (Turns/Year)	3x (Every 4 months)	4x (Every 3 months)	5.5x (Every ~65 days)
Annual Revenue Generation	₹18.00 Cr	₹24.00 Cr	₹33.00 Cr
Net Profit Margin (%)	18%	22% (Better Buying Power)	25% (Scale Efficiency)
Annual Net Profit	₹3.24 Cr	₹5.28 Cr	₹8.25 Cr
ROI (Return on Capital)	54%	88%	137%

Premium Retail - ₹5.00 Crores Investment

Burn vs. Rotation

₹3.0 Cr (60%) is Burn Capital – This money creates the "Asset" and the "Right to Sell."

₹2.0 Cr (40%) is Growth Spend – Inventory which cycles into the account every time a bottle is sold.

<u>Line Item</u>	<u>Allocation (₹)</u>	<u>% of Bucket</u>	<u>The "New" Impact</u>
License Fees (Year 1)	₹2.20 Cr	44%	Covers licenses for 4 – 5 Shops (approx. ₹50L each).
Interiors & Capex	₹1.40 Cr	28%	High-end fit-outs for 4 – 5 Shops (approx. ₹35L each). Ensures "Flagship" quality.
Rental Deposits	₹0.60 Cr	12%	Security deposits for 4 prime mall locations.
Stocking (Competitor Brands)	₹0.60 Cr	12%	Higher cash-and-carry budget to ensure all 4 shops are fully stocked Day 1.
Tech/POS	₹0.20 Cr	4%	Centralized ERP connecting all 4 stores for real-time data.
Total Bucket B	₹5.00 Cr	100%	

Objective : Adding 4 – 5 Premium Model Shops

Premium Retail - Return Of Investment

We cross the "Network Effect" threshold, and move stock between stores to prevent expiry loss, pushing margins higher.

5 Premium Model Shops (Noida/Ghaziabad/Lucknow).

<u>Metric</u>	<u>Conservative</u>	<u>Moderate</u>	<u>Pragmatic</u>
Avg. Daily Sales / Shop	₹ 2.5 L	₹ 3.5 L	₹ 5.0 L
Total Daily Revenue (5 Shops)	₹ 12.5 L	₹ 17.5 L	₹ 25.0 L
Monthly Revenue (30 Days)	₹ 3.75 Cr	₹ 5.25 Cr	₹ 7.50 Cr
Annual Gross Revenue	₹ 45.0 Cr	₹ 63.0 Cr	₹ 90.0 Cr
Estimated Net Margin (~8-10%)	₹ 3.60 Cr	₹ 5.67 Cr	₹ 9.00 Cr
Annual ROI (%)	72%	113%	180%
Payback Period	~17 Months	~11 Months	~7 Months

Winery Project - ₹4.00 Crores Investment

Burn vs. Rotation

Unlike Trading or Retail, Tourism is an Experience Play.
Heavy Burn (Capex) upfront, but it unlocks the Highest Margin (80%+)

<u>Line Item</u>	<u>Line Item</u>	<u>Line Item</u>	<u>Line Item</u>
Land Lease & Development	₹2.0 Cr	50%	Larger Footprint: Securing additional acres for future vineyard expansion immediately.
Civil Construction	₹1.60 Cr	40%	Expanded Resort: Building 6-8 Luxury Cottages and a Tasting Room to handle tourists.
Licensing & Approvals	₹0.30 Cr	7%	All regulatory clearances including specialized tourism licenses.
Consultancy	₹0.10 Cr	3%	Expert Winemaker and Hospitality Retainer
Total Bucket C	₹4.00 Cr	100%	

Objective : Larger Land Parcel & Government Approvals

Winery Project - Return Of Investment

The 25% Capital Subsidy and 100% Stamp Duty Waiver effectively mean we are buying a ₹3 Cr asset for ₹2 Cr.

<u>Metric</u>	<u>Conservative (Asset Play)</u>	<u>Moderate (Tourism Live)</u>	<u>Pragmatic (Full Capacity)</u>
Total Capex Invested	₹4.00 Cr	₹4.00 Cr	₹4.00 Cr
Govt Subsidy (Cash Back)	₹1.00 Cr (25% Capital Subsidy)	₹1.00 Cr	₹1.00 Cr
Effective Cost to Company	₹3.00 Cr	₹3.00 Cr	₹3.00 Cr
Year 1-2 Asset Appreciation	10% (Land Value only)	20% (Land + Developed Resort)	35% (Operational Hotspot)
Operational Cash Flow (Year 3)	₹0.50 Cr (Winery Sales only)	₹1.20 Cr (Winery + Farm Stay)	₹2.50 Cr (Events + Export)
ROI (Asset Appreciation)	₹4.64 Cr	₹5.60 Cr	₹7.32 Cr
ROI (on Effective Cost)	16% (Asset Growth)	40% (Asset + Ops)	83% (High Velocity)

5 Year Projected Financial ROI

Total Projected Valuation : ~₹300 Crores (10x of PAT)
On an initial investment of ₹15 Crores today

<u>Metric</u>	<u>Year 1 (2027)</u>	<u>Year 2 (2028)</u>	<u>Year 3 (2029)</u>	<u>Year 4 (2030)</u>	<u>Year 5 (2031)</u>
1. Stock Revenue	₹24.00 Cr	₹27.60 Cr	₹31.74 Cr	₹36.50 Cr	₹41.98 Cr
1. Stock Net Profit	₹5.28 Cr	₹6.07 Cr	₹6.98 Cr	₹8.03 Cr	₹9.23 Cr
2. Shelf Revenue* <small>(15 shops by year 5)</small>	₹63.0 Cr	₹88.0 Cr	₹115.0 Cr	₹150.0 Cr	₹195.0 Cr
2. Shelf Net Profit	₹5.67 Cr	₹7.94 Cr	₹11.34 Cr	₹13.61Cr	₹17.01 Cr
3. Winery Revenue	₹0.00 Cr	₹3.26 Cr	₹8.34 Cr	₹15.97 Cr	₹26.26 Cr
3. Winery Net Profit	(₹0.50 Cr)	₹0.36 Cr	₹1.23 Cr	₹2.70 Cr	₹5.33 Cr
TOTAL REVENUE	₹87.0 Cr	₹118.26 Cr	₹155.08 Cr	₹202.0 Cr	₹263.24 Cr
TOTAL NET PROFIT	₹11.45 Cr	₹14.37 Cr	₹19.55 Cr	₹24.34 Cr	₹31.63 Cr

Join our Alliance and make Basil an
Alco-Bev Powerhouse!

The Ask: ₹15 Crores

(Deployment over 12 Months)

₹6 Cr: Inventory Engine (Immediate Cash Flow)

₹5 Cr: Retail Network (Recurring Revenue)

₹4 Cr: Winery Asset (Long-Term Wealth)

The Horizon (2031)

Target Revenue: ₹250 Cr+

Projected Valuation: ₹300 Cr+

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