



A M I S T A D

SPIRITS



AMISTAD

PRINCIPAL PARTNERS



With the cooperation of our principal partners, Amistad Spirits is able to provide top-notch customer services. Amistad directly operates with the **Adie Broswon Group's wholesale business** in Punjab and its partners in Delhi, **Mahadev Liquors** with a state of art infrastructure that aims to provide excellent services to its retailers within the state. To stimulate a regular and even supply of **top-quality liquor across India**, Amistad has collaborated with **JS Logitech** who holds more than **36 years of experience** in distribution. With a fleet of **more than 70 trucks** and **90,000 squares of warehouse space operating in 4 states**, the distribution of premium quality liquor has been running smoothly and efficiently.

WE CREATE A BOND OF SUCCESS & POWER



ABOUT

Bringing the finest quality of alcohol beverages available to the people across the country, Amistad Spirits is a promising company striving to provide **exquisite drinking experiences** to consumers.

We specialize in import, export and distribution of top-quality liquor brands across India.

Amistad is backed by the preeminent companies in Alcohol industry, the Adie Broswon Group and Medusa Beverages Private Limited. With an annual **turnover of Rs 1,500 Crores**, the Adie Broswon Group is a well-established brand not only in the alcohol industry but also in other sectors such as **distilleries and breweries, power and energy, liquor wholesale and retail, sugar and public transport.**

Being a young brand Medusa Beverages Private Limited has garnered a strong position in the industry with an astounding turnover of **150 Crores.**

LEADERSHIP

Amistad Spirits CEO Mr. Sachin Abrol is a professional in his field with **20+ years of experience** in **brand building & market development.** His expertise in formulating & implementing marketing strategies including BTL has harnessed strong relationships within the industry. Mr. Sachin Abrol employs his experience in **design & sales** to the fullest to bring optimal results for the brands. He is also proficient in contriving innovative channel & distribution plans. Mr. Sachin Abrol has also been awarded with the **WSET Level 2 professional certificate** in spirits category.

The team at Amistad Spirits possesses decades of experience. Amistad is working its best under the leadership of our CEO, Mr. Sachin Abrol having experience of over 20 years in liquor industry.



SERVICES

Our range of services not only includes distribution, but also includes services in sales and marketing.



DISTRIBUTION

Our channel of distribution includes both **domestic and duty-free markets.**



COUNTRIES

We assist overseas brands in establishing in **India & in Indian Subcontinents**, by implementing effective & unique market strategies.

PHILOSOPHY



MISSION

Through implementation of astute Category & Channel Management strategies, our mission is to amplify the **commercial success** of Partner Alcoholic Beverage Brands, ensuring they are a necessity across every commercial and home bar in the nation.



VISION

To become the primary distribution destination for alcohol beverage brands in India.



CORE VALUES

Amistad Spirits strongly believe in following ethics and conducting our deeds with utmost responsibilities. Staying true to the inherent meaning of our company name: **Amistad, meaning friendship**, has made us proficient in our field and empowered the development of long-standing, mutually beneficial commercial relationships.

Providing customers with the best quality products & services is of the utmost importance to us. We are dedicated to meet our customers' expectations by fully understanding the needs. Amistad never compromises on the requirements of its customers.



TEAM WORK

Amistad believes in working together as a **strong team to excel and win**. Our priority is to make the team more **focused and dedicated** towards bringing the best output by regular guidance and motivation.



WORK ETHICS

Ethical working is an integral part of Amistad Spirits. We fulfill all the necessary legalities with the countries we export to. Distribution of only high quality products is conducted to ensure **quality & responsible drinking**.

OUR REACH



PUNJAB DISTRIBUTION



The Adie Broswon Group's Punjab distribution itself has made a remarkable growth over the years.

Amistad Spirits along with the association of its principal partners has distributed more than 150 premium quality liquor brands across 15 districts in Punjab. The joint efforts of Amistad and its benefactors have reinforced the distribution channels across India.



**700 CRORES RETAIL
TURNOVER**



**185 CRORES WHOLE
SALE TURNOVER**



**400 RETAIL
VENDS**



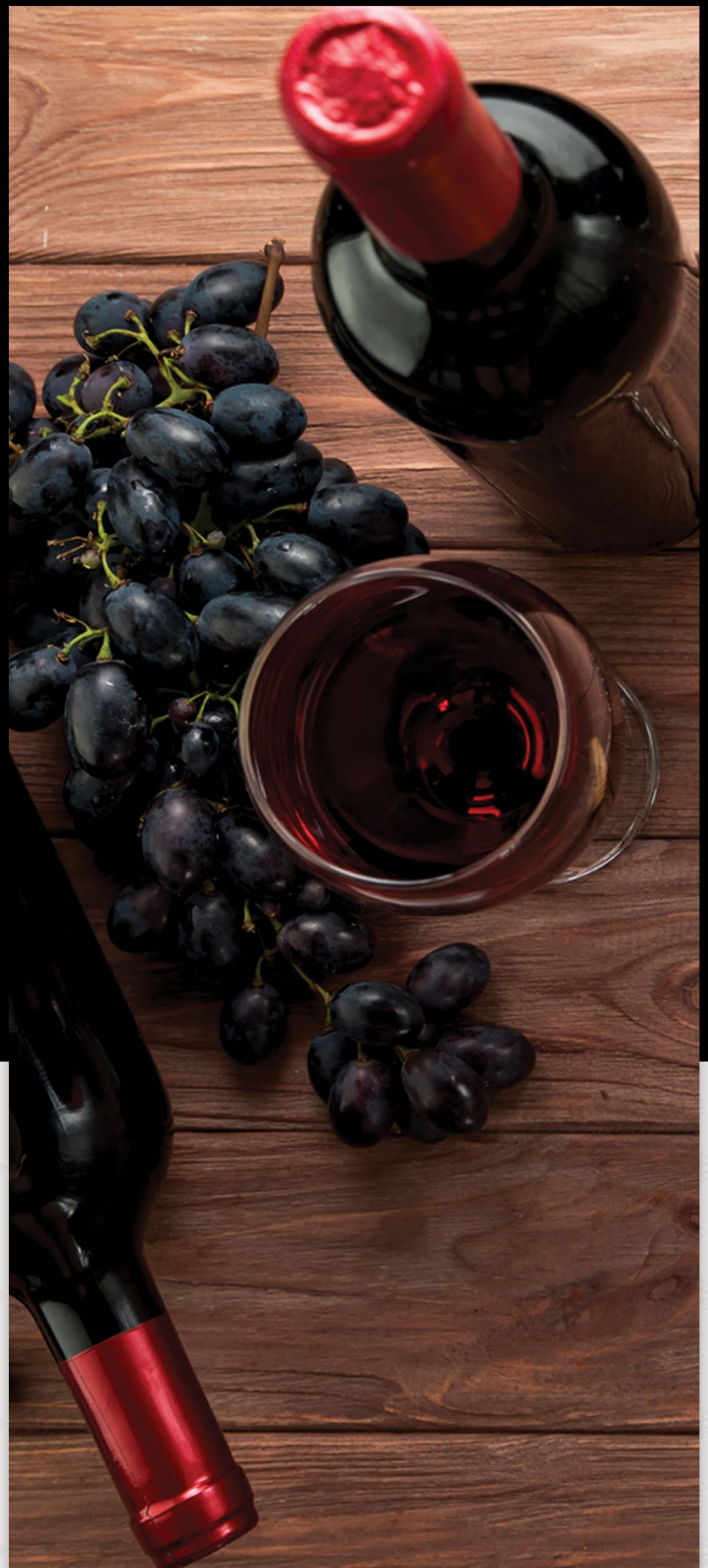
**5 WHOLE SALE
WAREHOUSES**

SERVICES FOR INDIAN BRANDS

Amistad is particular to provide the customers with premium quality services keeping in mind the varied needs and preferences. Considering the country's diversity and varied choices, we formulate specialized sales improvement strategies for the company.

Amistad Spirits helps local Indian liquor brands to establish a name in the market. We provide the local brands a platform to reach a wide range of consumers.

Our aim is to help local brands in distribution & management of premium quality liquor across India.



DISTRIBUTION SYSTEM

We identify & adapt a targeted approach to bring maximum profit to local brands. Under the support of our principal partners we have a strong system of distribution consisting of:



14 OPERATIONAL WAREHOUSES



70 TRUCKS FLEET



QUALITY

Amistad Spirits believes in promoting the best quality local Indian alcohol brands and aspires to make them available to international markets. Amistad is an expert in embarking brands to a next level growth by drawing up & implementing the best customized sales, distribution and marketing strategies.



GROWTH

Amistad Spirits is focused towards contributing to the country's growth by bringing together the world of alcohol beverages. India represents opportunities for International brands and we strive to make these opportunities available to the brands by assisting them.

SERVICES FOR OVERSEAS COMPANIES LOOKING TO ESTABLISH IN INDIA

With our expertise in the alcohol beverage sector, we at Amistad Spirits are committed to **provide remunerative assistance** to international liquor brands to establish commercial success in India.

We act as facilitators for overseas companies to grow in India and Indian subcontinent markets.

Amistad follows **strategic approach** to make a strong hold of international brands in Indian market by adopting **creative and unique ways of promotions** including events and retail branding.

Our experienced team also excels at providing wide publicity through various channels including **media, PR Personality and word of mouth** by implementing engagement strategies.



BRAND DEVELOPMENT

Specializing in brand development, we formulate and implement strategies to address cost issues which results in strengthening productivity and increasing profits. has progressed to a **successful sale and services organization.**



PROMOTION

We are the sole representatives of the international brands and responsible for developing properties to promote the brand in Indian Market. Amistad's approach of aligning people, processes and alcohol brands together has progressed to a **successful sale and services organization.**



AMISTAD



MOBILE

+91-9872200765



EMAIL

info@amistadspirits.in



ADDRESS

B-20 Third Floor
Suraj Mal Vihar, East Delhi



Quality that
is never
compromised

