REEKRITI

DISTILLERIES



Where great spirits
build greater partnerships.

PRODUCT PORTFOLIO · WHOLESALER BROCHURE

Inside this *brochure*

01 **Leadership** — 03 – 05
Messages from the Chairman & Managing Director and the CEO, and the people behind Reekriti.

02 **Our Company** — 06 – 10
About us, vision & mission, objectives, core values and growth strategy.

03 **Partnership** — 11 – 12
Why partner with Reekriti, and our aspiration.

04 **Product Portfolio** — 13 – 18
Heaven Wood Whisky, Blue & Gold, 5 Elements, Bedu Sultan, Water & Soda and the range at a glance.

05 **Contact** — 19
Offices, phone, email and web.

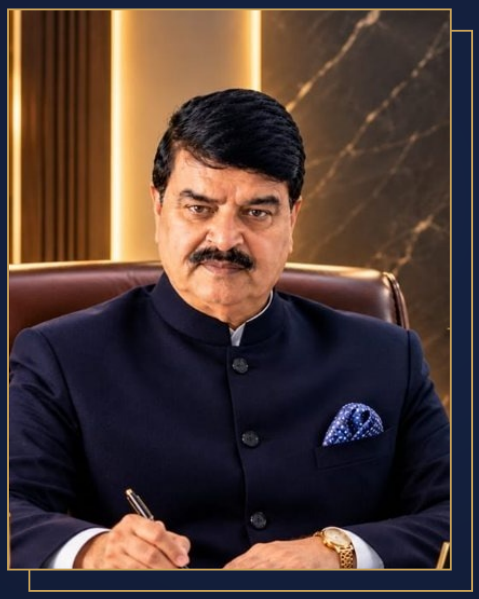
Let’s talk partnership

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Consumption of alcohol is injurious to health. Be safe, don’t drink and drive. Alcohol products for sale in Uttar Pradesh only.



Built on trust. *Grown together.*

"We do not simply build business relationships; we build enduring partnerships."

RAMANAND YADAV
CHAIRMAN & MANAGING DIRECTOR

Dear Business Partners,

At Reekriti Distillery, we believe that true business excellence is not defined merely by growth or achievement, but by the strength of relationships, the integrity of our commitments and the value we create together.

It gives me immense pleasure to acknowledge and appreciate the trust, confidence and continued support extended to us by our esteemed business partners. Your association is not simply a business relationship; it is an integral part of our vision, our progress and our journey towards excellence.

As an organisation driven by ambition and guided by strong values, we are committed to setting higher benchmarks in quality, innovation, operational excellence and responsible business practices. Our aspiration is to establish Reekriti Distillery as a name synonymous with trust, distinction and world-class standards.

We firmly believe that sustainable success is achieved when business partners grow together. With this philosophy at the heart of everything we do, we remain dedicated to strengthening our partnerships, creating meaningful opportunities and delivering enduring value to all our stakeholders.

As we look towards the future, I invite you to continue being an integral part of this journey. Together, let us transform opportunities into achievements, ambitions into milestones and partnerships into lasting legacies.

At Reekriti Distillery, we do not simply build business relationships; we build enduring partnerships founded on trust, strengthened by commitment and inspired by a shared vision of excellence.

Thank you for your continued faith in Reekriti Distillery. We sincerely look forward to achieving greater milestones together.

With warm regards,

Ramanand Yadav

CHAIRMAN & MANAGING DIRECTOR · REEKRITI DISTILLERIES PVT. LTD.

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Building lasting *partnerships.*

"We are here to build lasting business relationships, powerful brands and shared success."

RAKESH SINGH
CHIEF EXECUTIVE OFFICER

Dear Business Partners,

At Reekriti Distilleries, we believe that great businesses are not built merely through products, but through vision, trust, commitment and enduring partnerships.

Our vision is to build a distinguished portfolio of brands that stand for quality, character and commercial opportunity. With our Heaven Wood collection and expanding beverage portfolio, we are focused on creating products that command attention, strengthen market presence and deliver meaningful opportunities for our business partners.

As we move forward, our ambition is clear: to establish Reekriti as a respected name in the industry through uncompromising commitment to product presentation, market understanding, responsible business practices and long-term value creation.

We recognise that our partners are not simply part of our distribution network; they are an integral part of our growth story. Your confidence, market knowledge and entrepreneurial spirit are invaluable to us.

We are not here to build short-term transactions. We are here to build lasting business relationships, powerful brands and shared success.

Together, let us turn opportunities into achievements, ambition into reality and partnerships into lasting legacies.

Thank you for placing your trust in Reekriti Distilleries. We look forward to growing stronger, reaching further and achieving greater milestones together.

Warm regards,

Rakesh Singh

CHIEF EXECUTIVE OFFICER · REEKRITI DISTILLERIES PVT. LTD.

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The people behind *Reekriti*



Mr. Ramanand Yadav

CHAIRMAN & MANAGING DIRECTOR

Visionary founder with diversified experience across chemical manufacturing, fabrication and hospitality ventures.



Mr. Yogesh Gupta

DIRECTOR

22+ years of business leadership. Commerce graduate, known for strategic direction and organisational scaling.



Mr. Mohit Yadav

DIRECTOR

Part of the leadership team shaping Reekriti's operations and wholesaler growth.

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A Legacy of Trust.
A Vision for Tomorrow.

ABOUT THE COMPANY

Incorporated in 2009, Reekriti Distilleries Pvt. Ltd. is an emerging alcoholic beverages enterprise with a clear vision to build a strong, sustainable and commercially successful presence in India's evolving beverage industry.

Guided by entrepreneurial vision, market intelligence and a commitment to business excellence, the company focuses on developing high-potential markets, strengthening distribution channels and cultivating enduring business partnerships.

With a progressive outlook and a disciplined approach to growth, Reekriti Distilleries is committed to creating sustainable opportunities, delivering shared value and establishing a distinguished position in the industry.

2009	3	7	UP
INCORPORATED	OFFICES · LUCKNOW, KANPUR & MUMBAI	PRODUCT LINES IN THE PORTFOLIO	HEAVEN WOOD AVAILABLE NOW

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Vision, Mission *& Philosophy*

01

Our Vision

To establish Reekriti Distilleries as a distinguished and respected name in the alcoholic beverages industry, recognised for business excellence, trusted partnerships, responsible practices and sustainable value creation.

02

Our Mission

To build a resilient and growth-oriented enterprise through strategic market expansion, operational excellence, efficient distribution and strong business relationships, delivering lasting value to our partners and stakeholders.

OUR BUSINESS PHILOSOPHY

We believe that enduring success is built on trust, strengthened through performance and sustained by shared ambition.

Our philosophy is to create an environment where business relationships evolve into strategic partnerships and commercial opportunities translate into mutual prosperity.

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Our *Objectives*

01	Market Leadership	Aspire to establish a strong and respected presence across strategically important markets.
02	Sustainable Expansion	Pursue disciplined, scalable and profitable business growth.
03	Commercial Excellence	Strengthen channel economics and create competitive business opportunities.
04	Distribution Excellence	Develop an efficient, reliable and extensive wholesale network.
05	Strategic Partnerships	Cultivate enduring relationships founded on mutual trust and shared success.
06	Operational Excellence	Enhance productivity, efficiency and organisational capabilities.
07	Responsible Growth	Maintain the highest commitment to regulatory compliance, ethical conduct and responsible business practices.

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Our Core *Values*

01
Integrity
Upholding transparency, honesty and ethical business conduct.

02
Excellence
Pursuing superior standards in every aspect of our operations.

03
Trust
Building lasting relationships through reliability and commitment.

04
Innovation
Embracing progressive ideas and evolving market opportunities.

05
Accountability
Taking ownership of our decisions, responsibilities and results.

06
Respect
Valuing every stakeholder and every business relationship.

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Our Growth *Strategy*

Our strategic direction is anchored in five fundamental priorities:

1. Strategic penetration of high-potential markets.
2. Development of profitable and scalable distribution channels.
3. Strengthening of trade relationships and institutional partnerships.
4. Continuous enhancement of operational and commercial efficiency.
5. Sustainable value creation for all stakeholders.

Our Commitment

At Reekriti Distilleries, our commitment extends beyond business performance. We are dedicated to conducting business responsibly, maintaining regulatory standards, nurturing stakeholder confidence and creating a foundation for sustainable long-term growth.

Our Partnership Promise

We consider our business partners an integral part of our enterprise and its aspirations. We are committed to building relationships founded on transparency, mutual respect, commercial trust and a shared determination to succeed.

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Why partner with *Reekriti*

01

Wholesaler-friendly pricing

Higher retailer margins for faster stock rotation.

02

On-ground support

In-store branding, standees, pamphlets and visibility creatives.

03

Scalable supply

Supply and logistics planning built to grow with you.

04

Repeat demand

Brands consumers remember and reorder, with lower risk and a long-term vision.

Driven by Vision. United by Trust.
Inspired by Excellence.

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OUR ASPIRATION

To build more than a successful business—to create an enduring enterprise respected for its integrity, recognised for its performance and valued for the relationships it builds.

REEKRITI DISTILLERIES PVT. LTD.

Driven by Vision. Guided by Integrity. Defined by Excellence.

Heaven Wood *Whisky*



AVAILABLE NOW · UP ONLY

Versatile & Smooth

Blended with old matured malts

The everyday flagship of the Heaven Wood range. A smooth, versatile blended whisky in a classic heritage label, with a bull emblem that stands out on the shelf.

STRENGTH
42.8% v/v · 75° Proof

TYPE
Blended whisky

ORIGIN
Made in India

AVAILABLE PACK SIZES

750 ml	375 ml	180 ml
FULL BOTTLE	HALF BOTTLE	QUARTER PACK

Ingredients: De-mineralised water, neutral spirit, Indian malt, natural colour (150a), added flavour. Blended & bottled by Golden Moments Breweries Pvt. Ltd., Mohali, Punjab · FSSAI Lic. Nos. 12122999000219 · 22724741000119

ALCOHOL PRODUCT FOR SALE IN UTTAR PRADESH ONLY.

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Heaven Wood *Blue & Gold*



COMING SOON

Heaven Wood *Blue*

A Higher Taste for Greater Moments

Faceted crystal-style decanter with a deep-blue label and gold detailing. Blended with excellence: a statement bottle for the premium shelf.

PACK SIZES	STRENGTH	TYPE
750 · 375 · 180 ml	42.8% v/v	Premium Whisky



COMING SOON

Heaven Wood *Gold*

A Higher Taste for Greater Moments

Classic shouldered bottle with a full gold label and gold cap, made for the discerning palate. The next tier up for upselling on the shelf.

PACK SIZES	STRENGTH	TYPE
750 · 375 · 180 ml	42.8% v/v	Premium Whisky

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5 Elements *Whisky*



COMING SOON

5 Elements *Super Premium*

A super premium whisky with a bold numeral ‘5’ identity and deep-red ribbon branding, presented with a matching burgundy gift tube. A strong addition to the upcoming range.

PACK SIZES	STRENGTH	TYPE
750 · 375 · 180 ml	40% v/v	Super Premium Whisky

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Bedu *Sultan*



COMING SOON

Bedu Sultan *Red*

Deep burgundy character for fine dining and evening lounges.

COMING SOON

Bedu Sultan *White*

Crisp and bright, made for premium retail shelves.

Pack sizes on request

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Heaven Wood *Water & Soda*



INTRODUCING

Heaven Wood *Drinking Water*

Packaged drinking water in vibrant blue contoured bottles. Clean, refreshing and made for everyday hydration.



MIXER

Heaven Wood *Soda*

High-carbonation soda: the natural companion for Heaven Wood Whisky and an easy cross-sell at every counter.

SIZES

1 Ltr · 500 ml · 250 ml

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One portfolio. *Every shelf.*

PRODUCT	CATEGORY	PACK SIZES	STRENGTH	STATUS
Heaven Wood Whisky	Flagship whisky	750 · 375 · 180 ml	42.8% v/v	Available UP only
Heaven Wood Blue	Premium whisky	750 · 375 · 180 ml	42.8% v/v	Coming soon
Heaven Wood Gold	Premium whisky	750 · 375 · 180 ml	42.8% v/v	Coming soon
5 Elements Whisky	Super premium whisky	750 · 375 · 180 ml	40% v/v	Coming soon
Bedu Sultan Red · White	Fine wine	On request	—	Coming soon
Heaven Wood Water	Drinking water	1 Ltr · 500 ml · 250 ml	—	Introducing
Heaven Wood Soda	Soda mixer	On request	—	Introducing

Flexible & transparent *commercials*

Pricing and margins are finalised on the table. We believe in long-term partnerships, not short-term margins.

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LET'S GROW TOGETHER

Let's talk *partnership*

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CIN: U15122UP2009PTC03859

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