



Hoteliers  
Industry

*Hoteliers Industry : Imported  
fine wine business leader*



*The  
Company  
Profile  
2022*





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# Aman Gujral :

## Founder, Hoteliers Industry

### The Man

Aman Gujral is not new to the hospitality industry. Aman started his hospitality journey in Mumbai. Initially, Aman worked for several renowned hotels. However, he felt his calling several thousand miles away in the lap of luxury. That's when Aman decided to shift to his most impressive destination, Dubai.

### The Experience

Aman immersed himself in the hotel industry in Dubai. Aman absorbed the immense hospitality and the warm embracing culture of Dubai. Here, Aman went through numerous life-changing experiences. He ended up spending five years working for globally leading luxury hotels like the 7-Star Burj Al Arab and the Taj Palace Hotel in Dubai.

### The Journey

After learning the craft from world famous hospitality brands, Aman shifted back home to pursue his dream. Aman is an entrepreneur at heart. After doing immense industrial and market research for three long years, Aman finally launched the Hoteliers Industry, his first entrepreneurial venture. Till date, he has been awarded more than 10 international

and national awards in the industry.

### The Success

Hoteliers Industry has become the leader in hospitality, food and beverages, especially imported wine. Hoteliers have been importing fine wines for over 5 years. These include premium French wines and luxurious Italian wines. The focus on maintaining an incredible product quality and service temperament has made Hoteliers Industry a truly renowned name in the market.

### The Prospects

With innovation and entrepreneurship in his blood, Aman Gujral has been making pathways into the hospitality and restaurateur industry with innovative ideas and top-quality products.



# Team Profile

**Mr. Aman Gujral  
(CEO)**

Mr. Aman Gujral is the CEO and has worked in the hospitality and wine business for several years. He has more than 10 international and national awards to his name and is the visionary behind the company concept. He also has several years of experience working in 7 star Hotel Burj Al Arab, Dubai.



**Ms. Sunayanaa Shetty (WSET Level 3)**

Ms. Sunayanaa Shetty holds WSET Level 3 certification. She is our BDM and a professional Sommelier with a degree from Tullecho, London. Ms. Sunayanaa has been a prominent part of Hoteliers Industry and integral to our business growth. She brings 10 years of experience in the industry with her.

**Mr. Akshay (WSET Level 3)**

Mr. Akshay holds a WSET Level 3 certification. He is our official company Sommelier and a leading team member in Hoteliers Industry who also holds a degree from International Wine & Spirit Center, London. He has helped the company's growth immensely with his 8 years of experience working in India and the US.



**Ms. Neeru (HR Manager)**

Ms. Neeru is the company's Human Resources Manager with 11 years of experience under her belt. Her incredible experience helps us to integrate only the most experienced members into the company.



**Mr. Gopal (Company Chartered Accountant)**

Mr. Gopal is the Chief Company Accountant for Hoteliers Industry. He leads a team of 5 dedicated members and takes care of our daily commercial activities.



**Mr. Raj (Company Accountant)**

Mr. Raj is our Company Accountant. He has years of experience working for several large brands before joining Hoteliers Industry and becoming an invaluable team member.



**Mr. Gangadhar (Sales Head)**

Mr. Gangadhar is our Sales Head with several years of experience in the marketing industry. His hard work has enabled us to become a leading brand in the Indian wine industry.



**Mr. Bhanu (Logistics In-Charge)**

Mr. Bhanu is the company's Logistics In-Charge. His immense experience has ensured that we can deliver products and services promptly and maintain quality at the same time.



**Mr. Vivek (Company Secretary)**

Mr. Vivek is one of the hardest working members of Hoteliers Industry. He is excellent at organizing and managing the day-to-day operations of the company.



**Mr. Saket (Company Retail Head)**

Mr. Saket has been our star Retail Head since the company was established. His incredible marketing skills have helped us to form partnerships with other global leaders in the wine industry.

# Mission

Hoteliers Industry was launched with the mission to lead the wine importing business in India. The passion is to be the biggest wine tycoon in the country and be the reason for its prominence as a leading global wine market. The company has already made numerous breakthroughs in import and export of fine wines in India.

## Vision

Hoteliers Industry was launched with the vision to bring innovation and efficiency into India's wine and hospitality industry. The company has been a prominent proponent of adapting to evolving changes in industrial trends and using these to advance their goals effectively.

## Motto

**“Take Care of Your Employees and Employees Will Take Care of Your Business”**

## Nature Of Business

Hoteliers Industry is a leading importer and retailer of fine wines. The company was conceptualized in 2016 before being finally launched in 2019. This year marked the turning point for the company as it launched itself in the expansive hoteliers and restaurateurs industry. Hoteliers Industry has become a prominent name in import industry of fine wines today. Within a short period of time, our premium quality wines became popular among wine connoisseurs across India. The export of premium quality French wines and luxury Italian wines made Hoteliers Industry a popular brand among several retailers, restaurateurs and five star hotels in Mumbai.



## Planning Of Business

The company has been successful in establishing strong business bonds with numerous leading restaurants in Mumbai. Thanks to the incredible focus on quality of products and services, Hoteliers Industry has become a prominent entity in the Indian hospitality and wine business.



## *License Works*

**Hoteliers Industry has acquired all relevant licenses required to import and distribute wines from abroad. We have a valid import-export license for wines. Our operations have been approved by the Government through 'The Import Export Certificate License' by the Foreign Trade Office.**

## *Company Establishment Paperworks*

**Hoteliers Industry has been actively importing fine wines since 2019. We have established our company as a private commercial limited business. This gives us the freedom to pursue our growth and expansion strategies with extreme precision and effectiveness.**

## Market Requirements

Years of research has shown that there is an immense demand for imported fine wines in India, especially in metropolitan cities. This led us to target these major wine consuming cities first and we launched our first outlet in Mumbai, the commercial capital of India. Currently, we have tie-ups for wine distribution with around 55 leading hotels and restaurants. We also sell our premium quality wines to around 60 major retail outlets in Mumbai and Pune. Apart from this, we also have more than 120 private clients at the present. Hoteliers Industry plans to expand its operations to other metropolitan cities, such as Pune and cover Goa too.

## Price Comparison

Hoteliers Industry deals with only the best quality wines from popular European and South American vineyards. All our wines are priced affordable. These are highly sought after by top hotels, popular restaurants, clubs, pubs, bars and even private buyers.

As compared to the market average, our wines are in the mid to high level range. The premium quality and genuine vintage of our wines make them high in demand by our current customers.

Our exclusive wine range starts from around INR 1,900 and varies according to origin, blend and quality.

## Quality Comparison

When it comes to quality, Hoteliers Industry is the standard-setter for the industry. We take extreme care in choosing only the most premium quality and authentic origin wines from all over Europe and South America. Our wine quality is incomparable because of strict quality regulations in place.

We follow the stringent quality standards maintain the top-end quality which our customers have come to expect from Hoteliers Industry. Hence, we choose only the most popular and tasty wines to ensure that our customers can keep enjoying delicious, full-bodied wine.

# Market Segment

We are currently one of the leading retailers of fine wine to several major restaurants, hotels, bars, pubs and clubs in Mumbai. Our eyes are focused on covering distributorship for restaurants and eateries in Pune and Goa next. Some of our leading retailers include:

## Top 55 Hotels and Restaurants across Mumbai

- Joshi House
- Keiba Restaurant
- Izumi Restaurant
- Tori Tori Restaurant
- Taki Taki Restaurant
- Westin Hotel
- Sofitel Hotel
- Lalit Hotel
- Taj Palace Hotel, etc.

## Top-end 60 Retail Outlets across Mumbai

- Hops Cork Beer & Wine
- Seasons Projects Wines
- Warden Wines
- Topmost Wines

## Select 30 Private Clients

Apart from these, Hoteliers Industry is planning to collaborate with even more hotels, restaurants and wine sellers in Pune and Goa.

# Promotion Activities

Hoteliers Industry has been a prominent proponent of increasing import of top-end French and other European and South American wines in India from years now. We undertake frequent promotional and marketing activities. These activities are planned to target the leading hoteliers and restaurateurs in the metropolitan cities of India.

We undertake effective social media, online and offline marketing campaigns for optimal promotion of our products.

# Best Sellers

We, at Hoteliers Industry are completely focused on introducing new and premium wines into India. You can find a large selection of premium, high-end wines to choose from, such as:

- Spumante Moscato Sparkling Wine from Italy
- Barbara's Dasti Docg from Italy
- Chardonnay Frizzante from Italy
- Panul Malbec from Chile
- Panul Sauvignon Blanc from Chile
- Panul Merlot from Chile
- Chateau Bordeaux Rough from France
- Chateau Bordeaux Rose from France
- Chateau Du parc Grand Cru from St. Emilion



# Profit analysis & growth report

## 3 types of investments:



## What we got in return:



We already tied up with 60 retail outlets.

Target: 500 retail outlets in 3 yrs  
Estimated revenue: USD 2 million



We tied 120 private clients

Target: 3000 target clients in 3 yrs  
Estimated revenue: USD 1 million



And conducted luxurious wine tastings in prime locations.



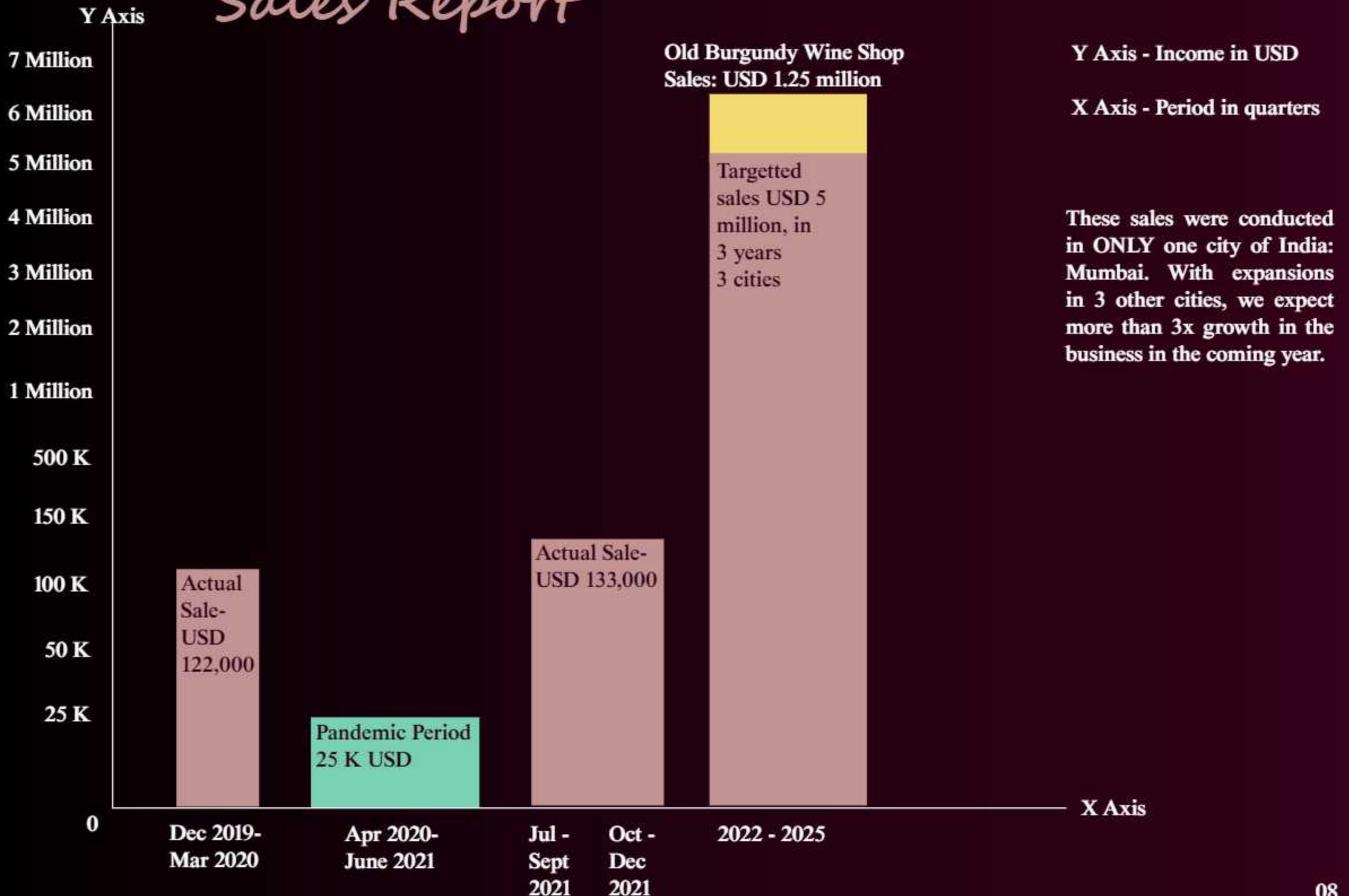
Total sales - USD 300,000  
(Only in 9 months of sales operation)  
Estimated revenue: USD 5 million in 3 yrs



We tied up with 55 restaurants and hotels.

Target: 500+ restaurants & hotels  
Estimated revenue: USD 2 million in 3 yrs

# Sales Report



# Hoteliers Industry

## Imported Wines-Sales Revenue for 1-FY

Total Stock Value-(Duty Paid)				1,32,83,741	Marigin @25%					
Product	Quantity Sold	Btls	Unit Price	Total Revenue	Retail Margin @30%	Rest. /Hotel's	Avg. Margin @25%	Sub Total-(After Margin)	EXP	Net Income
French	280	3360	3299	₹ 1,10,84,640	30%	20%	₹ 27,71,160	₹ 83,13,480	4190971	₹ 22,62,785
Italian	470	5640	2399	₹ 1,35,30,360	30%	20%	₹ 33,82,590	₹ 1,01,47,770	5324729	₹ 17,01,362
Chille	750	9000	1899	₹ 1,70,91,000	30%	20%	₹ 42,72,750	₹ 1,28,18,250	6987780	₹ 8,49,067
Polland	500	6000	1899	₹ 1,13,94,000	30%	20%	₹ 28,48,500	₹ 85,45,500	4883520	₹ 3,41,045
								₹ -		
<b>Total</b>	<b>2000</b>	<b>24000</b>		₹ 5,31,00,000			₹ 1,32,75,000	₹ 3,98,25,000	₹ 2,13,87,000	₹ 51,54,259

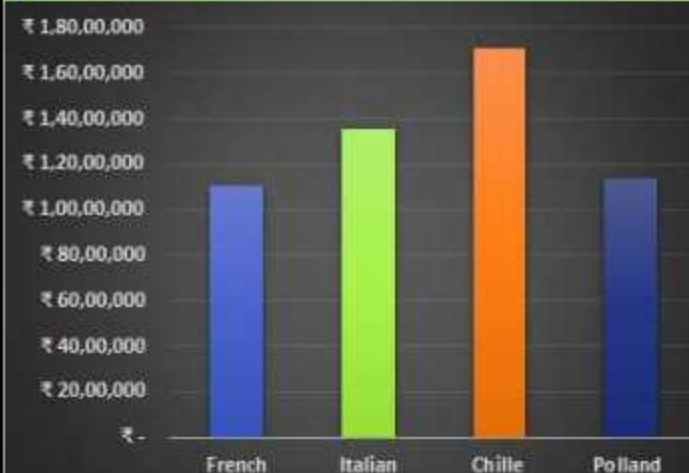
### Productwise Revenue

	French	Italian	Chille	Polland					All
Total Revenue	₹ 1,10,84,640	₹ 1,35,30,360	₹ 1,70,91,000	₹ 1,13,94,000					₹ 5,31,00,000
% of Total Revenue	21%	25%	32%	21%					100%

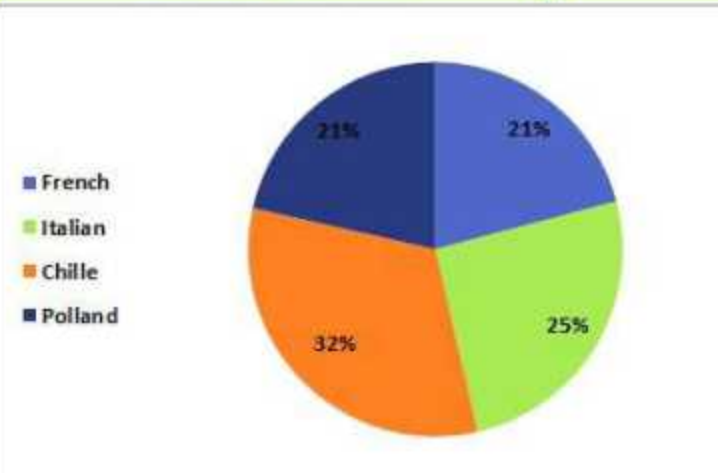
### Productwise Profit

	French	Italian	Chille	Polland					All
Profit	₹ 22,62,785	₹ 17,01,362	₹ 8,49,067	₹ 3,41,045					₹ 51,54,259
Profit %	44%	33%	16%	7%					100%

### Productwise Revenue



### % of Total Revenue



### Total Income/Product



# Old Burgundy Wine Boutique (Newly Opened - Jan 22)

Our passion to distribute fine wine led us to open the “Old Burgundy”, an exclusive European-style wine boutique in Bandra, Mumbai. Old Burgundy is known as the ‘home of fine wine’ by our regular clientele. Old Burgundy gives you the perfect atmosphere to try various wines and discover amazing taste. We keep a huge collection of the finest wines from the most popular European and South American vineyards. Here, you can test our finest selection of premium wines and find new wines to add to your collection.



## Office Premises

Old Burgundy  
Office Number 2, Perry Cross Road,  
Bandra West  
Mumbai, India



## PAST PERFORMANCE

Hoteliers Industry has been working to expand ever since it was established in 2019. Our efforts have so far paid off remarkably.

In the past 3 years, we have been able to:

- Add 9 employees to our workforce
- Add 11 premium wine brands to our product portfolio
- Include 3 additional countries to import fine wines from
- Opened an exclusive wine boutique
- Importing wines from France, Italy, South America (Chile)

Till Dec 2021, we have amassed a total turnover of USD 300,000 and sold over 300 cases of premium wine.

We plan to collaborate with renowned vineyards across South America and Europe to boost our product portfolio significantly. We expect this move to add remarkably to the company's overall growth rate.

### PROPOSED CITIES FOR WINE DISTRIBUTION

We are dedicated to a swift expansion plan. We're conducting business operations currently in Mumbai. In the upcoming years, we plan to extend our sales and marketing operations to include other major cities in India, including:

Pune

Goa state

We expect to tie-up with several leading hotels, restaurants, wine shops, pubs, clubs and bars across the national capital and the tourism capital of India. This will definitely boost our sales and ensure smooth growth as projected.

## FUTURE PROJECTION

In the next 5 years, we expect to grow our operations to a net value of USD 6.6 million.

08 We plan to expand our import network to include:

- Spain
- Australia
- Napa Valley (California, US)

We also plan to collaborate with renowned vineyards across South America and Europe to boost our product portfolio significantly. We expect this move to add remarkably to the company's overall growth rate.

In the upcoming years, we plan to extend our sales and marketing operations from Mumbai, to include other major cities in India, including:

- Pune
- Goa state

We expect to tie-up with several leading hotels, restaurants, wine shops, pubs, clubs and bars across the national capital and the tourism capital of India. This will definitely boost our sales and ensure smooth growth as projected.

# Our Products: Chile



*Panul Sauvignon  
Blanc*

**Harvest** – The grapes are harvested in second half of February and the first of March, when it presents maximum expression.

**Vinification** – Fermented with selected yeast for 14-20 days with tempratures 12 - 14 degree celcius.

**Main Grapes** – Sauvignon Blanc 100%

**Country** – Chile



*Panul Malbec  
Red Wine*

**Harvest** – The grapes are harvested in second half of April, when it presents optimal maturity.

**Vinification** – Fremented with selected yeast for 7-10 days with tempratures not exceeding 28 degreee celcius.

**Main Grapes** – Malbec 100%

**Country** – Chile



*Panul Merlot*

**Harvest** – The grapes are harvested in first fortnight of March, when it presents optimal maturity.

**Vinification** – Fermented with selected yeast for 7 - 10 days with tempratures 25 - 28 degree celcius.

**Main Grapes** – Merlot 100%

**Country** – Chile



*Panul Cabernet  
Ssauvignon*

**Harvest** – The grapes are harvested in the first half of April, when it presents optimal maturity.

**Vinifiction** – Fremented with selected yeast for 7-10 days with tempratures 28 degreee celcius.

**Main Grapes** – Cabernet Sauvignon 100%

**Country** – Chile

# Our Products : Italy



*Barbera Piemonte  
Manfredi*

**Colour – Ruby red with full and inviting tonalities**

**Aroma – The bouquet reserves a pleasant surprise releasing aromas which lead back to fresh or full ripe fruit, with fragrance of plum, blackberry, spices and toasting**

**Paleta – Main courses, meat dish, pasta and cheese**

**Main Grapes – BARBERA 100%**

**Country – Italy**



*Suagna Patrizi*

**Colour – Pale rose reminds rose petal**

**Aroma – Sweet, aromatic, sparkling**

**Paleta – Slightly aromatic, sweet taste. Long aftertaste reminding the Moscato and Peach.**

**Main Grapes – MOSCATO 85%**

**Country – Italy**



*Barbera D'asti  
Patrizi*

**Colour – Ruby red**

**Aroma – Intense and vinous, during ageing it evolves spicy notes with ethereal nuances.**

**Paleta – Dry well bodied with good acidity, round and harmonic.**

**Main Grapes – BARBERA 100%**

**Country – Italy**



*Chardonnay  
Piemonte Patrizi*

**Colour – Yellow**

**Aroma – Fresh and fruity**

**Paleta – Young and Inviting**

**Main Grapes – Chardonnay 100%**

**Country – Italy**

# Our Products : France



*Chateau Auguste  
Rose*

The sun may be setting on summer, but everything you love about this amazing time of the year is only a sip away. So pour a glass of Chateau Auguste Rose and simply enjoy the moment.

Country – France



*Chateau  
Auguste*

Give an organically grown and affordably priced Bordeaux to someone you love. Chateau Auguste a gift worth sharing.

Country – France



*Grand-Cru  
from Saint Emillion*

Chateau Du Parc is 2,000 years of wine making wisdom in a bottle. Our wine is produced in the Saint Emillion appellation of bordeaux. Saint Emillion has a rich wine history dating back to the ancient Romans. It is beleived to be the oldest active wine producing region in Bordeaux. We've used the wisdom passed down by the people of this land to create a masterpiece.

Country – France



*Château  
(Princess Gaby)*

Harvest – Château Gaby is a blend of three grape varieties - 80% Merlot, 10% Cabernet Franc and 10% Cabernet Sauvignon - grown on the clay-limestone hills of the estate.

Vinification: The wine is made in concrete vats by pumping over. It is fermented at 80 ° F. Extraction occurs at the beginning of the fermentation to retainits fresh fruity flavors and elegant textures.

Country – France



# Our Products : Poland



*Halbtrockener Wein*

**This is an excellent, dry red wine from the heart of Austria. It has a smoky taste with earthy undertones.**

**Winery – Prinz Stefan**

**Region – Austria / Weinland /  
Niederosterreich**

**Alcohol – 11.5 %**

**Allergens – Contains sulfites**



*Trockener Wein*

**This amazing Austrian wine is one of the most premium dry red wines from Europe. It is very smooth, with subtle tannins.**

**Winery – Prinz Stefan**

**Grapes – Zweigelt, Blauer Portugieser**

**Region – Austria / Weinland /  
Niederosterreich**

**Alcohol content – 12 %**

**Allergens – Contains sulfites**

# Gallery



# Gallery



# Gallery



# Gallery





*Thank You!*

