



**CMJ BREWERIES PRIVATE LIMITED**

# COMPANY OVERVIEW



**CMJ Breweries Private Limited** is one of Northeast India's most sophisticated and trusted contract brewing facilities, delivering large-scale, high-quality production for leading Indian and international beer brands. Since beginning operations in 2011, CMJ has built a strong reputation for operational excellence, reliability, and regulatory compliance—key pillars valued by industry partners.



Located just **20 km from Guwahati**, the brewery holds a uniquely strategic position at the logistical center of Northeast India, enabling efficient access to all seven states and adjoining markets. This location advantage translates into **lower distribution costs, faster market replenishment, and strong competitiveness** for brand partners.



Equipped with a fully automated **German- and European-engineered** brewing system, CMJ delivers complete "**Grain to Glass**" capabilities, including brewing, filtration, bottling, canning, packaging, and stringent quality assurance.



CMJ is a preferred long-term manufacturing partner for some of the industry's biggest names, including **United Breweries (Kingfisher)**, **Carlsberg India (Tuborg)**, **Mohan Meakin (Asia 72)**, **Yuksom Breweries (Heman 9000)**, and **Sona Beverages (SIMBA)**. These relationships reflect CMJ's proven ability to meet volume commitments, quality parameters, and compliance obligations—making it a preferred contract producer in one of India's fastest-growing alcohol markets.



With **10+ SKUs across 5 major brands**, the company's current and future capacity reinforces strong growth visibility:

- ❖ **Installed brewery capacity:** 7,00,000 HL per annum (FY 2025), expandable to **9,00,000 HL by Dec 2025**.
- ❖ **Bottling & Canning capacity:** 8.4 million cases per annum, scalable to **10.8 million cases by Dec 2025**.



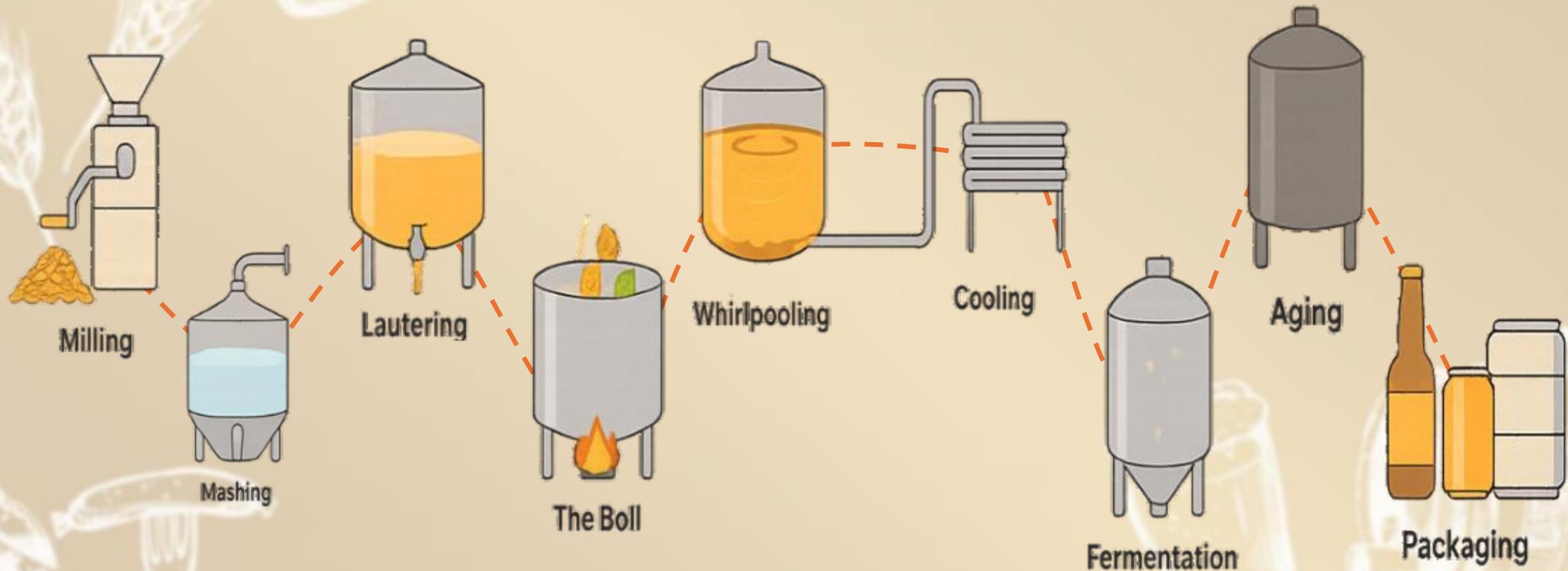
CMJ's robust infrastructure, multi-brand partnerships, and expansion-ready model position it as a highly scalable platform in the rapidly expanding Northeast beer market—offering **sustainable growth, strong cash-flow visibility, and long-term value creation** for investors.

# OUR MANUFACTURING EXPERTISE



# MANUFACTURING PROCESS

**CMJ Breweries – From Grain to Glass, Complete Brewing Solutions**



# JOURNEY SO FAR



# MANUFACTURING SETUP & PARTNERSHIP WITH BEER MARKET LEADER'S



## State-of-the-Art Manufacturing Facility

- 8-acre modern brewery with advanced layout and infrastructure.
- 30-year land lease from the Government of Meghalaya, with auto-renewal provisions ensuring long-term operational stability.
- Internationally audited and certified by United Breweries Ltd. (UBL) and Carlsberg India Pvt. Ltd. (CIPL).
- Fully automated plant equipped with high-precision German and European machinery, delivering superior efficiency and consistent product quality.
- Trusted long-term partnerships with leading beer brands—reflecting reliability, quality, and operational excellence.
- Full statutory compliance maintained across all operations, reinforcing our commitment to regulatory standards and sustainability.



## Long-term Manufacturing Partnerships

- United Breweries Ltd. (UBL) – Kingfisher
- Carlsberg India Pvt. Ltd. (CIPL) – Tuborg
- Yuksom Breweries Limited (YBL) – Heman 9000
- Mohan Meakin Ltd. – Asia 72
- Sona Beverages Pvt. Ltd. – Simba



## Future Plans

- Plans are underway to establish new brand collaborations with leading international beer manufacturers from Scotland & Europe.

# FRANCHISE BRAND PORTFOLIO



UNITED BREWERIES LIMITED

**United Breweries Ltd (UBL)**– Makers of Kingfisher, India's most iconic beer brand



**Sona Beverages (P) Ltd** – Makers of SIMBA Beer, a contemporary craft-inspired brand popular among urban consumers

**SONA**  
BREWING  
CO



**Carlsberg India Pvt. Ltd**– a renowned brand Strengthening distribution Network across Northeast India through CMJ's network



**Mohan Meakin Ltd** – One of India's oldest brewers – its heritage brands Asia 72 Beer

**YUKSOM BREW LTD.**



**Yuksom Breweries Pvt Ltd**– The producer of Heman 9000, a widely consumed brand in Eastern India

# INDUSTRY OUTLOOK



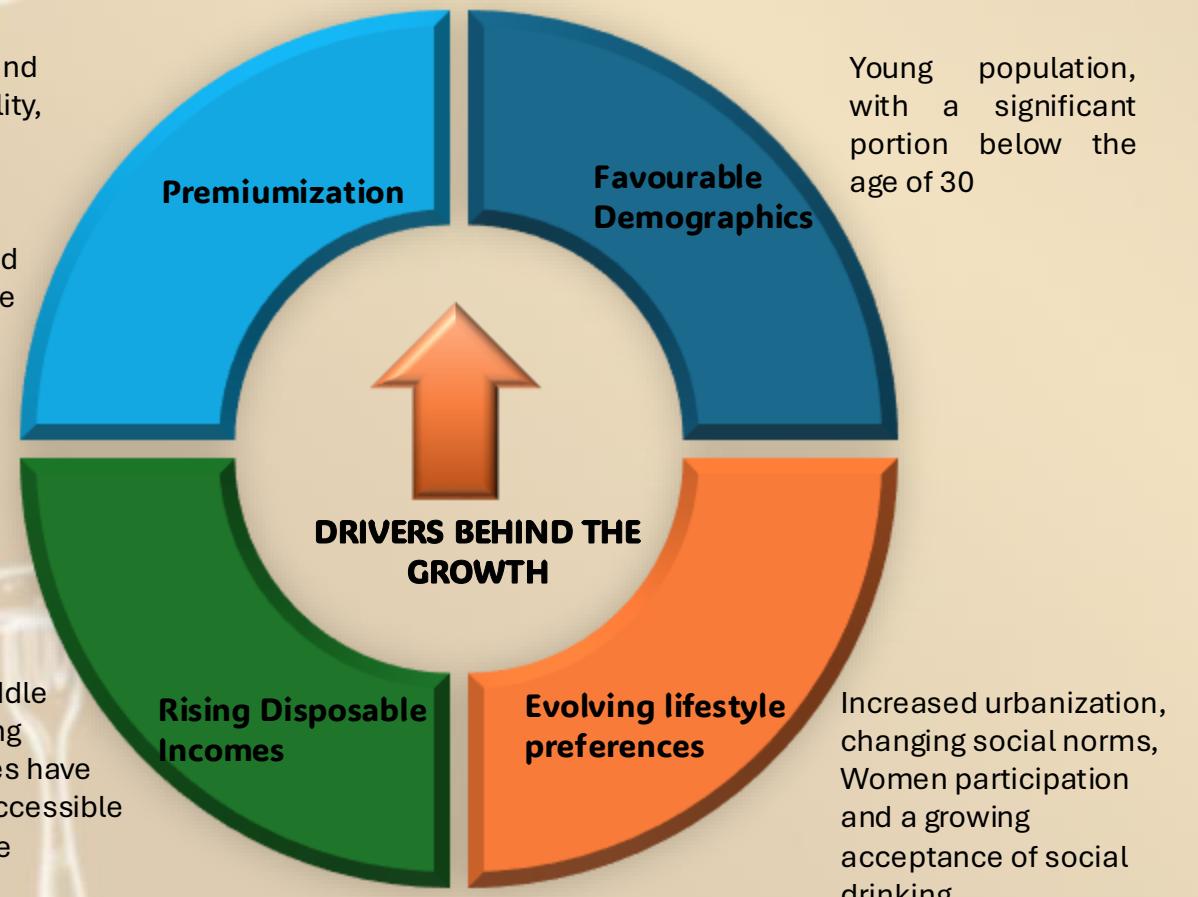
The India beer market attained a value of INR 483.10 Billion in 2024. The market is expected to grow at a CAGR of 9.90% during the period of 2025-2034. By 2034, the market is expected to reach INR 1241.69 Billion.



India's beer market experienced a significant surge in demand, growing by 10% in 2024-25, outpacing the previous year and contrasting with slower growth in spirits sales, signaling a shift towards milder alcoholic beverages

Willingness to spend more on high-quality, premium beers

Rising brand consciousness and sophisticated taste profiles



Alcohol consumption is expected to increase to 5 litres per capita in 2025 and to 6 litres per capita by 2030 from 4.9 litres per capita



India, per-capita beer consumption is just over 2 litres per person per year (as 2022) and For the "world average" for beer is around 30 litres per person per year



Sales volume of beer went up to 450 million cases in 2024-25, according to Brewers Association of India (BAI)



More than 140+ beer brands exist in the Indian beer market

In India, the consumption pattern has traditionally been skewed toward spirits, which make up over 2/3 of total alcohol consumed. Yet, this trend is gradually shifting — Beer is emerging as the preferred beverage among younger, urban consumers with greater exposure to global drinking habits.

# INDUSTRY INVESTMENT LANDSCAPE

The Indian beer market is highly consolidated, with three multinational players dominating national sales:

- United Breweries Ltd (UBL) – flagship brand Kingfisher, part of the Heineken Group.
- AB InBev – global brewing giant with brands such as Budweiser, Corona, and Hoegaarden.
- Carlsberg India – known for Carlsberg, Tuborg, and Kronenbourg 1664.

Together, United Breweries, AB InBev, and Carlsberg account for nearly 85 % of total beer sales in India



Major brewers – United Breweries (UBL), Anheuser-Busch InBev (AB InBev) and Carlsberg India – together plan to invest over ₹ 3,500 crore (~US\$404 million) in 2025 to set up breweries in India



LB Bewers (Latambarcem Brewers) launched MAKA di Oo Long Blanche, India's first bottled tea beer, in partnership with Taiwan's Jim & Dad's Brewing Company. This limited edition brew blends Belgian Blanche wheat beer with authentic Xiangzhuang Red Oolong tea flown in from Taiwan. At 4–5% ABV and ₹150, it debuts in Goa and Taipei



The level of capex is significant: > ₹ 3,500 crore in 2025 by the major three player alone. This shows confidence in long-term growth of beer market in India following the international consumption pattern

# NORTH-EAST INDIA'S BEER MARKET: STRONG GROWTH

The beer market in North East India continues to demonstrate significant growth potential in 2024, mirroring the robust expansion of the sector across the country

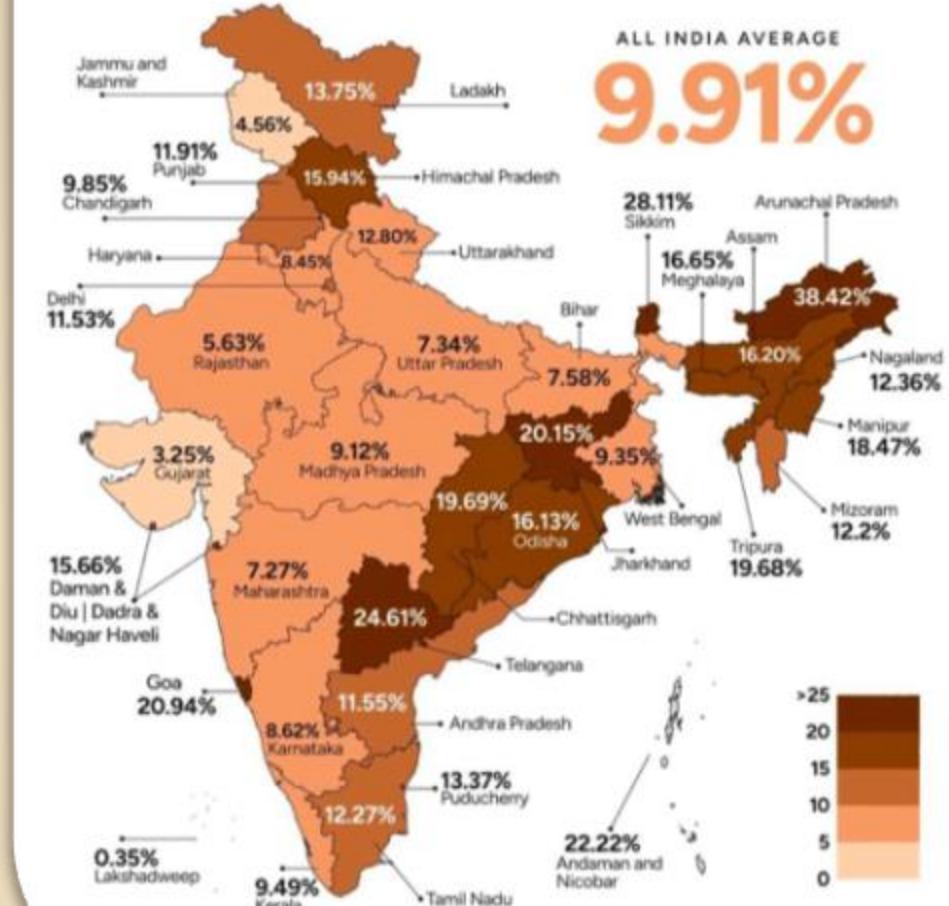
North East region has the highest prevalence of alcohol and tobacco consumption in India. Specifically, Arunachal Pradesh has the highest proportion of both men (53%) and women (24%) who consume alcohol in the country.

Cultural Significance: Alcohol consumption is deeply ingrained in the sociocultural customs and traditional practices of the Northeast.

Female Consumption: Some northeastern states show a higher rate of female alcohol consumption compared to the national average. A 2025 survey revealed Assam had the highest percentage of female alcohol consumption in India, with Meghalaya and Arunachal Pradesh also showing high rates.

## LIQUOR CONSUMPTION

Population over 15 years of age who drinks alcohol



# MANUFACTURING FACILITY - BIRD EYE VIEW



# MANUFACTURING FACILITY – BIRD EYE VIEW

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# STATE OF THE ART MANUFACTURING PLANT



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# BOTTLING AND ASSEMBLING FACILITY



# PACKAGING FACILITY



# PACKAGING /WAREHOUSE FACILITY



# IN HOUSE LABORATORY -QUALITY CONTROL AND ASSURANCE



# BOARD OF DIRECTORS



## Mr. Ronak Jain, Promoter Director & CEO

Mr. Ronak Jain, aged 40 years leads CMJ Breweries Private Limited as its CEO and Promoter Director, driving the company's growth and leadership in Northeast India's brewing sector. A resident of Shillong and a graduate of Monash University, Australia with a Master's in International Business, he brings over 15 years of industry expertise and strategic vision.

Since taking charge in 2009, Mr. Jain has transformed CMJ Breweries into a regional market leader with a current production capacity of 7 lakh hectolitres per annum. He has built strong partnerships with prominent global and national brands, including United Breweries and Carlsberg India, strengthening CMJ's presence across multiple markets.

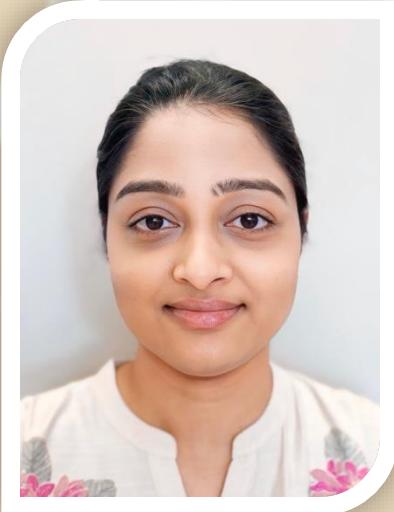
His core strengths lie in corporate strategy, operational excellence, and sustainable business expansion, consistently guiding CMJ Breweries toward innovation and long-term value creation.



## Mr. Carmel R. Marak, Director

Mr. Marak serves as the Local Director at CMJ Breweries Private Limited, as mandated under state laws, and is a resident of Meghalaya. With over 10 years of diverse professional experience, he brings valuable expertise across administration, operations, and allied functional areas, contributing significantly to the company's operational and administrative functions from his base in Northeast India.

# OUR KEY PEOPLE'S



## **Mrs. Priyanka Jain, Vice President - Human Resources**

Mrs. Priyanka Jain serves as the Vice President – Human Resources at CMJ Breweries Private Limited. She holds a Bachelor of Science (B.Sc) degree from the University of Calcutta. With over 12 years of experience in HR management,

She has been a driving force in the organization since 2014. She specializes in strategic HR initiatives, corporate compliance, and organizational development through leadership and succession planning, supporting the company's growth and operational excellence.



## **Mr. K. T. Shridhar, General Manager - Operations**

Mr. Shridhar brings over 39 years of experience in commercial and microbrewery operations. A Science graduate from Bangalore University (1983), he specializes in brewing process optimization, project execution, quality control, product innovation, and international collaboration.

He has led the construction of five greenfield breweries, five brownfield breweries, and three microbreweries, including the award-winning Nanjangud brewery, and managed export operations to 18 countries.

# OUR KEY PEOPLE'S



## Mr. Binit Singhania, Chartered Accountant

Mr. Singhania a qualified Chartered Accountant, with over 15 years of diversified experience in the financial sector. Having qualified with the ICAI in 2010, Mr. Singhania possesses deep expertise in accounting, taxation, audits, and financial management.

His professional portfolio spans multiple industries, where he specializes in regulatory compliance framework, budgeting, due diligences and fund management. As the Group's Chartered Accountant & Advisor, Mr. Singhania plays a pivotal part in financial management and in supporting the strategic business growth of CMJ Breweries.



## Mr. Arpit Sharma, Senior Manager - Plant Operations & Maintenance

Mr. Sharma brings 10+ years of experience in Plant Operations and Maintenance. An Electrical & Electronics Engineering graduate from RGPV University, he specializes in brewing process optimization, project execution, and plant maintenance, with hands-on exposure across multiple breweries.

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# THANK YOU

**CMJ Breweries Pvt. Ltd.**

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