



fifi

BEVERAGES PVT.LTD

OVERSEAS MARKETING

&

HERMES DISTILLERY PVT.LTD

Manufacturers of quality alcoholic beverages
Union Of India



Welcome to FIFI

Distillers, Blenders, Traders & Logisticians
"-Exquisitely crafted to give you the finest-"

Stressed out? Do you just need to unwind? Or perhaps a little something for your friends? Whatever the reason for that beverage, FIFI is here for you! Grab your chance to experience the best alcohol out there.

Our Mission

As time evolves, so do you and your, preferences. Our mission at FIFI Beverages Pvt.Ltd is to provide you with the widest range of premium quality alcohol at the most affordable prices, as per your evolving preferences.

Our Essence

At our core, FIFI Beverages Pvt.Ltd works on customer Integrity, transparency and and an unwavering focus towards excellence.

Our Story

The world's finest alcohol company started with a group of small business owners who envisioned a launch of a one-stop shop which focuses not only on quality excellence, but also to provide a range of cost-friendly experiences for you.

By creating products of true value and quality, it has been instrumental to FIFI to be present in the semi-premium, regular and prestige segments in all product categories mainly Whisky, Brandy, Rum, Vodka and Gin of both, Indian Made Foreign Liquor (IMFL) as well as blended Scotch Whisky industry.

Today, FIFI Beverages Pvt.Ltd has business arrangements in many states throughout India. FIFI also exports IMFL to various countries across the globe.

How we do it?

All the brands are available in one case. One Litre bottle 9 No's, 750ml bottle 12 No's, 500ml bottle 18 No's, 375ml bottle 24 No's, 180 ml bottle 48 No's (One case will carry nine bulk litres as per excise norms of The Union of India). The blending process is overseen by our chemist along with the overseas exports and sales in The Union of India. Distilleries are usually taken on a lease or tie-up terms. We consider it mandatory to mention the distillery license issued by the states at all times. The bottling and stuffing are always in accordance with the prevailing local laws and will be done only in the presence of the customs and excise official of the concerned state. Every manufacturing process will be carried out at the bonded warehouse, strictly abiding by the legal parameters.

FROM THE DESK

CEO'S Message:

“On behalf of our team at FIFI Beverages Pvt.Ltd, I KJ Joseph, extend a warm and hearty welcome to you. As a truly customer centric company, we provide alcoholic beverages as per your refined palette. Each and every product is carefully blended within the parameters of the existing laws. Since the manufactured products are registered under the prevailing laws in The Union of India, the labels and patterns of each of the bottles is to be our own property. All products are shipped in the name of FIFI Beverages Pvt.Ltd. We are capable to meet your requirements irrespective of the quantity. We assure you supremacy in the quality and proper execution of all your requirements from our side. You may contact us regarding any queries that you may have. We are obliged to assist you in any way we can. We thank you for choosing FIFI and we look forward to associating with you in the future as well.”

**KJ Joseph
President/CEO
FIFI Beverages Pvt.Ltd
Puducherry**

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In the words of the chemist

“I, Radhakrishnan K.R, am associated with liquor manufacturing distilleries as a chemist since the last 30yrs. From my experience in the field, I would like to share a few words regarding the same:

All spirits go through three stages: Fermentation, Distillation and Finishing.

Fermentation is when alcohol is created. (We introduce sugar to liquid and yeast. Overtime the yeast processes sugar into alcohol.) In most, not all alcohols, grains are used as the sugar source. In their raw form, they are offered as starches, but after the boiling process, and addition of malt and certain enzymes, the starches are converted into sugar, which is then processed by the yeast, resulting in number of chemicals including ethanol alcohol.

Distillation is where alcohol is separated and removed. It is a process of separating the components or substances from liquid mixture by using selective boiling and condensation. It may result in essentially complete separation (nearly pure components), or it may be partial separation that increases concentration of the mixture.

Finishing is the final process before bottling. This process has few different steps and the type of alcohol required will determine the steps used. It includes: Filtering, Flavoring, Oaking/Aging etc.”

**Radhakrishnan K.R
Exc. Vice-President/Chemist
FIFI Beverages Pvt.Ltd**

**krr.fifichemist@fifibeverages.com
radhakrishnan.fifi@gmail.com**



Our Collection

"The new era of mesmerizing alcoholic beverages."

All the brands are available in the common pack sizes of 1000ml, 750ml, 500ml, 375ml and 180ml.

For blending: Extra neutral alcohol, Demineralized water, Caramel, Food flavor Ph 6-6.5 and conductivity 0-0.5

- **Premium Deluxe Whisky- Blended with different aged scotch spirits.**
- **Premium Whisky- Cask matured premium whisky, blended with imported scotch whisky.**
- **Plain Whisky- Blended with matured Indian Malt Spirits.**
- **Premium V.S.O.P Brandy- This is a rare blend of cognac made by extracting finely selected grapes matured in the forest oak barrels to give the you a rich and fulfilling experience.**
- **Premium Brandy-Blended with matured Indian Grape Spirits and imported Paxrette Sherry.**
- **Rum- A combination of superior and matured cane spirit. It gives a mellow and smooth texture to keep you in high spirits.**
- **Dark Rum- Blended with cane juice spirits and Barbados Rum.**
- **Caribbean Rum-Matured with 3year Rum spirits.**
- **Normal Rum- Blended with matured Indian Spirits.**
- **White Rum- Plain white Rum, flavored.**
- **Triple Distilled Vodka- A blend of the finest triple distilled alcohol with natural ingredients.**
- **Premium Dry Gin- A blend of naturally flavored Gin, distilled with herbs for a pleasant taste that lingers in the mouth. London Dry Gin- Flavored Gin (Strawberry, Lemon, Orange and Pepper).**





CONTACT US

FIFI Beverages Pvt.Ltd

Corporate Identity Number (CIN): U15118KL2018PTC052949
Tax Deduction and Collection Account Number (TAN): CHNF01683D
Permanent Account Number (PAN): AADCF3763F
Import Export Code Number (IEC): AADCF3763F
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Hermes Distillery Pvt. Ltd.

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Union of India.

Import & Export

Shaan's India
Shaan's Cargo Pvt. Ltd.,
Tamilnadu, Union of India