

The spark that set off
a success story



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Empee group profile

The progress of mankind can be traced back to a simple action- the contact of flint stones. From this humble spark came the blazing fire that would rage right up to the industrial revolution. The Empee group believes in the power of a spark, a spark that can set of a revolution and a spark that can set of many raging blazes. Blazes of progress and prosperity.



The Empee Group, a well-established South Indian corporate with revenues of over Rs. 1000 crores was founded by Mr M. P. Purushothaman in the early 1970s. Mr. M. P. Purushothaman who is currently the Chairman of the Group started with a chain of restaurants in Chennai, Tamilnadu before diversifying into hotels, manufacture of alcoholic beverages and sugar production. Today the group's core businesses include alcoholic beverages, sugar and chemicals, hospitality, property development and power generation.

Alcoholic beverages



The Empee group realized the importance of brands early on and has laid emphasis on creating brands that would form everlasting relationships with its consumers. With the unique nature of a brand or its personality forming the basis of its relationship with the customer, Empee has created signature products with wide ranging appeal. In today's crowded marketplace, the salience of a brand has gone up hundred fold and the role of brand building is well realized. Empee has invested ample time and resources in this regard and has come out with some class-leading products in its alcoholic beverages portfolio. This includes brands in the premium, mid level and economy segments.

The premium segment comprise of our signature products- Empee's Napoleon Brandy and the soon to be launched Empee's Premium Gold Whisky. Napoleon brandy is a well-rounded blend that enjoys the patronage of discerning brandy drinkers, making it the largest selling premium brandy in TamilNadu with a market share of over 70%. In keeping with the trend of shifting consumer preferences, Empee will shortly launch the Empee's Premium Gold Whisky- a mature, fine malt whisky that will appeal to quality conscious whisky patrons. Elcanso Dark XXX Rum and Old Secret XXX Rum cater to the mid segment commanding 20% market share in TamilNadu. Old Secret XXX Rum has an unique distinction of being a million case brand for the past two years.

Alcoholic beverages



The Empee Group is constantly keeping pace with evolving trends in the liquor market and in changing tastes of consumers. With a vast majority of Indians now traveling abroad frequently and acquiring tastes of variety of international brands, the demands and expectations of consumers have also grown tremendously. In line with this trend, Empee distilleries is now expanding its liquor portfolio to include vodka and beer brands as well. With the current setup Empee is geared for the launch of "Diet beer" and is also planning a joint venture to launch foreign beer brands in India.

The Empee Group with a history of providing quality products to consumers has thus established itself as a strong contender to other players and has carved a niche in the drinking palate of South Indian consumers and hopes to repeat the same in the northern markets as well.

Alcoholic beverages



Manufacturing facility:

Every brand in the Empee liquor portfolio is a product of stringent manufacturing processes, from distillation to blending to bottling; utmost attention to quality is maintained through every step of the way. This attention to quality is visible in the unique taste and consistency of all Empee products. The manufacturing facilities of the Empee Group are nothing short of state-of-the-art. Spread out over the four southern states, they have a combined capacity of ten lakh cases on an average per month. Steps are underway to augment the plant capacities and to streamline blending and bottling capabilities by use of complete automation. The Empee Group maintains its high production standards by keeping the entire process from blending to bottling under its control. The TamilNadu plant is a state-of-the-art integrated re-distillation, blending and bottling facility that produces 3,19,400 cases per month with a proposed capacity enhancement to 5,00,000 cases per month in the near future. The units at Kerala, Karnataka and Andhra Pradesh are state-of-the-art integrated blending and bottling facilities. And 80% of the output is used to meet the production needs of Empee's own brands and surplus capacity is used for production of other liquor brands.

Alcoholic beverages



Future Plans:

The Empee Group in its endeavour to build brands offering great value to consumers is in the process of setting up grain based alcohol plants in two major south Indian states. Grain based distilleries would produce smoother and finer alcohol keeping in line with international standards.

These plants would have a combined capacity of 360 KL per day offering higher grade alcohol produced from grain base. In Andhra Pradesh a state of the art grain based alcohol plant with a capacity of 60 KLPD is expected to be on stream by September 2008.

In Tamilnadu Empee proposes to establish a 60KLPD molasses based alcohol plant by 2009 and a 100KLPD molasses based alcohol plant in the integrated sugar complex proposed in Tirunelveli by 2009.

Alcoholic beverages



Breweries:

For the purpose of catering to the country's fast growing beer market, Empee has been on a rapid expansion spree. It has been recently offered Brewery licenses in the states of Rajasthan, Punjab and Jharkhand and land acquisition is underway for the same. Andhra Pradesh, which is incidentally one of the largest beer markets in the country, is the latest destination where the Empee group is in the process of setting up a Brewery. the plant will have a capacity of 5 lac HL per annum.

Besides this, there are plans underway to have tie-up units in the states of Uttar Pradesh, Rajasthan, Punjab, Maharashtra, Madhya Pradesh, Andhra Pradesh, Tamilnadu, West Bengal, Orissa and Kerala. Empee is now holding discussions with some new breweries that have been set up in the recent past to acquire leased capacities in the states in which it does not possess licenses.



Sugar



In 1992, the Empee Group diversified its business interests and this led to the set up of a Sugar Mill in Andhra Pradesh. The Naidupet mandal in Nellore District was the chosen site and the development it has brought to this once dry land is an incredible success story in itself. Farmers in the region now have a steady cash crop in sugarcane and a host of allied industries have sprung up in and around the region. The fore runner to all this change, the Empee sugar factory was subsequently expanded into a huge complex with additional facilities for manufacturing Rectified Spirit, Extra Neutral Spirit, Bio-mass Fertilizer etc. It also has a captive power plant generating power for consumption.

The sugar unit with a capacity of 2500 TCD per day can crush up to 3000 MTs of cane per day. The sugar mill has a cane command area of over 1,00,000 acres with a perennial water supply ensuring regular supply of cane to the mill.

Every allied produce from the sugar mill is renewed into resources for a range of other industries and products.

In pursuit of the group's expansion activities, a sugar plant is being planned in state of Tamilnadu with a cane crushing capacity of 5000 TCD expandable to 8000 TCD along with 50 MW co-generation power plant and 100 KLPD Ethanol plant.

Power generation



The firm belief in non-conventional energy led the Empee Group to set up wind turbine generators in Coimbatore, Tamil Nadu which generates power not only for captive consumption but also for supply to the State grid.

The Empee Group is currently in the process of setting up a 20 MW co-generation power plant, attached to the sugar mill complex in Naidupet, Andhra Pradesh with Bagasse as fuel. The plant is engineered to operate with bagasse as well as other Biomass for fuel. The Group will also set up co-generation power plants attached to its proposed sugar complex in Tamil Nadu.

Taking advantage of the importance accorded to biomass based co-generation power plants by the Government of Tamil Nadu, the Group has drawn up plans to set up 3 such Power Plants with 7.5 - 10 MW capacity in different locations in Tamil Nadu, the first of this, at Pudukottai will be operational by October 2007. The power generated from these projects will be linked to the state grid.

Empee Power division is actively pursuing wind based power projects in the states of Kerala & Karnataka. The company is also actively pursuing emerging technologies in the renewable sector —Thin Film Photo Voltaic panels and Hybrid Technology to tap solar based energy.

Hospitality



Empee's initial forays were in the restaurant and hospitality business. This together with the Chairman, Mr. M. P. Purushothaman's long standing association with the Federation of Hotels and Restaurants Association of India (FHRAI), the apex hospitality trade Association, has given Empee a strong presence in the hospitality segment.

Empee currently operates two hotels in Chennai in the three-star category, The Grand Orient and New Victoria Hotel. These hotels are centrally located and enjoy good occupancies throughout the year. The Grand Orient is to be shortly renovated and will re-open as an exclusive 125 room business hotel in 2010. The New Victoria Hotel is also to be similarly upgraded with 50-room capacity. A 100-room business hotel in Sriperambudur, near Chennai and a 200 room 5 star property in Whitefield, Bangalore are scheduled for opening in 2010-2011. The Empee Group has ambitious plans to open business hotels across key metros and mini metros in the south over the next 5 years. All these projects are now in the planning stage and construction is expected to commence in early 2009.

An exclusive tie-up with the Hilton Hotels Corporation means that the first Hilton property in the south will be a 253-room property at Ekaduthangal, Guindy, close to Chennai airport. This hotel will be expanded to 352 rooms thereafter and is expected to be operational during December 2008.

Real Estate



With rising land costs within the city and the constraints of space and problems of traffic congestion on the rise. The Empee group's foray into real estate couldn't have come at a better time. Empee also has a number of land banks in Chennai and Bangalore that are now being developed into residential and shopping areas. With a concrete foundation in hospitality, the emphasis on luxury housing that stresses on a better quality of living for residents is one of the core principles of the Empee Group's real estate venture. Upcoming projects like the one at Sri Perambathur, near Chennai are designed by Singapore based DP architects on 20 acres, with careful prominence given to outdoor landscaping and maximizing privacy for all residents. This 990-apartment property will be completed by 2011.

Other residential projects include a 15-acre mixed development at Kuthumbakkam near Chennai and one at Whitefield near Bangalore. These projects will constitute villas and condos with unmatched amenities. Homes that complement every bit of your lifestyle aesthetically. In the next three years the total constructed areas of Empee Group projects will constitute over 40 lakh square feet.



Our Group Companies

- 1 Empee Distilleries Limited
- 2 Empee Sugars & Chemicals Limited
- 3 Empee Power Company (India) Limited
- 4 Empee International Hotels & Resorts Limited
- 5 South (India) Hotels Pvt. Limited
- 6 Empee Hotels Limited
- 7 Empee Holdings Limited
- 8 Empee Construction Company Pvt. Limited
- 9 Empee Power and Infrastructure Pvt. Limited
- 10 EDL Properties Pvt. Limited
- 11 Empee Institute of Hotel Management