

BEER TALK

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drinktec

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World Leading Trade Fair for the
Beverage and Liquid Food Industry

September 11-15, 2017

Messe München, Germany

**Visit us at
Booth 149 Hall B2**



Dear Readers,

It's my pleasure to extend a cheerful welcome to you all with this 18th edition of beer talk News Letter!

With all eyes set on the most extravagant trade fair of the year- Drinktec 2017, the situation is just perfect for us to take a stock on the major happenings in the brewing industry this year.

A year of new reforms, opportunities & challenges- is what best summarizes the state of India's Alcobev industry. Despite witnessing de-growth in volumes during first half of the year, the Indian beer market still remains promising for investors due to favorable demographics, strong economic fundamentals and lower per capita consumption which is set to rise in the coming years.

Challenges brings opportunities and thriving on such opportunities is in Praj's DNA. mitigating challenges on CAPEX spends and profits through OPEX reduction was most critical to all the brewers. Praj took this challenge head on by offering tailor made brewing plants & technology solutions, best meeting the customer's expectations of cost, quality and delivery.

This approach eventually resulted in major projects being awarded to Praj by domestic majors and multinational brewing groups. This also further enhanced our "numero uno" position in India with over 70% market share.

Delivering to perfection is the way of life for our team and the testimony to this is our seamless project execution for Carlsberg India, United Breweries, SOM Group, AB-InBev and many more. Do have a look on our enhanced project engineering and execution capabilities in this edition.

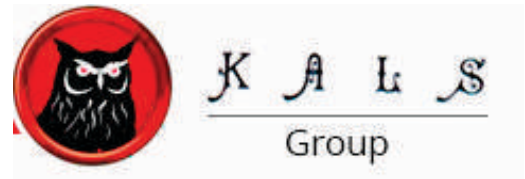
While thanking you, I and my team would be pleased to welcome you at our booth No. **149 in Hall B2** at the Drinktec trade fair.

Sanjay Sapru
Executive Vice President



New Projects

Praj to set up a new Greenfield Brewery for Kals Group of Companies in Seemandhra !



Kals Group of Companies is a leading Chennai based family owned enterprise engaged in the retail and wholesale business of alcoholic beverages, motor fuel and FMCG distribution.

The group decided to expand its footprint in the beer business by setting up a new Greenfield brewery in the newly formed state of Seemandhra (one of the fast developing beer markets in India).

After a detailed techno-commercial evaluation by the group, Praj emerged as their unanimous choice to set up this Greenfield brewery.

Praj offered customized engineering solutions by proposing an Industrial brewery, capable of meeting varying production demands with higher efficiency, consistency and minimal use of manpower.

Praj through its strong experience in executing turnkey projects also proposed right solutions in areas viz. utilities selection, plant layout & design, project management and others.

Some of the key aspects in the brewery plant designs are :

Flexibility to use different raw materials, High gravity brewing with Meura Mash Filter, Energy Recovery System, Efficient Yeast Management Systems, Hygienically designed Fermentation tanks, High efficiency filtration plant from Bucher- Filtrox, Automated CIP distribution & recovery systems.

The brewery once commissioned is set to create a benchmark in the Indian brewing industry and would be one of the most energy efficient brewery in India.



Praj bags order from United Breweries; to expand production footprint

UB plans to brew Heineken beer at their unit in Hyderabad for which Praj was considered as a preferred partner for carrying out the expansion as per Heineken standards. The project scope includes yeast propagation cum storage tank, Horizontal fermenting tank, Unitank and Bright Beer Tank which is under execution.

Keeping the continued trust with Praj, once again UB awarded Praj for carrying out expansion at their unit in Mysore, Karnataka. With plans to expand from 1.0 Million HPLA to 1.40 Million HPLA, the project includes expansion in brew house (addition of mash kettle & reboiler), site fabricated unitanks 4000 HL x 4Nos, 250 HL/HR filtration block & Bright Beer tanks 1200 HL x 3Nos.

Project Engineering and Execution : Perfection Personified!



Successful delivery of a project requires strong engineering capability, careful planning, tighter execution & control in a time bound manner.

One such example is the Greenfield project which is under execution by Praj for Carlsberg India at Karnataka.

Our involvement in the said project started at the pre-order stage, where in we assisted client in detailing out all the key aspects of project with the help of PID's, layouts and other engineering documents at proposal stage itself.

Prompt response from our team in completing basic engineering activities ensured timely engineering inputs to the customer. Be it establishing overall design basis or making the plant layout plan or coordinating with the other parties appointed by the customer, all the critical inputs were

made available well in advance to the client. This in turn helped the customer in accurately budgeting the investments and timelines of the project.

With 3 fully equipped and modern manufacturing units for high precision fabrication, the customer gained full confidence on our committed delivery program.

By forming a 'Task Force' & empowering the Project Manager to drive the team of Process Engineers, Designers, Instrument and Electrical Engineers, Manufacturing and Site Supervision it further helped in seamless and smooth coordination with the customer.

With project set for commissioning by end Sept 17, we are sure in bringing more smiles & total customer delight!.



Updates at a Glance

MATCHING THE PACE WITH



Carlsberg with its fast pace growth in Indian market is yet again ready to expand its existing brewery in Maharashtra from 0.64 Million HLPa to 1.42 Million HLPa. Carlsberg selected Praj as a technology supplier for process block for this upcoming brown field expansion project.

The saga continues further with Praj setting up an upcoming Greenfield Plant for Carlsberg in Nepal with capacity of 0.8 Million HLPa (Expandable to 1.6 Million HLPa).

JOINING HANDS WITH



A San Miguel group company, Mahou India entrusted Praj with up-gradation of its existing Yeast Propagation system & Supply of fully automated new yeast propagation and pitching system to culture a specialized yeast strain in India as per San Miguel Spain standards.

SUCCESS STORY CONTINUES WITH



UNITED BREWERIES LIMITED

Praj successfully executed four 250 HL/HR filtration plant projects at UB's units in Goa, Karnataka, Haryana & Kerala.



PRAJ expands Wave Brewery India to a new level delivering 14 brews per day by altering the CIP cycle. To cater increasing demand in the market, Wave team approached Praj to seek solution for increasing its plant capacity. Praj carried out a detailed plant audit, based on which CIP cycle at Wave brewery was altered and new vessels in brew house were added. Currently Wave brewery is fully equipped to take 14 brews per day.

Praj partnered Tiger Breweries Nepal for expanding its capacity with addition of 3 Nos Unitanks of 1700 HL.

We Care Safety

One hundred thousand incident free manhours

during erection and installation at Crown Beers India Pvt Ltd.



Praj Worldwide

India | South Africa | Thailand | UAE | USA



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