



CRAFTING
EXCELLENCE
IN EVERY POUR

RV REFRESH LIQUOR INDIA PVT. LTD.

About Us

- Vision: The milestone of RV Refresh Liquors commenced on 15th May 2022 with a visionary outlook, Ever since R.V. Group focused on becoming one of the fastest growing liquor conglomerate in the Indian Beverages Industry. The dynamic duo had assumed full ownership, marking a significant milestone in the company's evolution
- Mission: To become a Global brand within a short span of time, with Keen interest in Exports & the company is also gearing up to establish its footprint across India and overseas market while expanding the distribution & Retail network, Distillation in branded IMFL Category. The group is known for its customer-first approach in the Market.
- Values: R.V Group is committed to being the most trusted name in the IMFL (Alcohol-Beverage) Industry, providing international quality premium products, exceptional brands and display consistent passion for quality and customer satisfaction.

CMD DESK



Mr. Ajay Rana CMD & FOUNDER

At RV Refresh Liquors India Pvt. Ltd., our journey has been fueled by an unwavering commitment to excellence, innovation, and the pursuit of delivering the finest beverages to our customers. As a first-generation entrepreneur, I believe in the power of vision, perseverance, and collaboration to create lasting value in the ever-evolving Indian beverages industry. Our growth story is not just about business success—it's about the relationships we've built, the trust we've earned, and the transformative impact we aim to create in the market. We strive to set new benchmarks in quality and customer satisfaction, ensuring that every product under our brand reflects our passion and dedication. Together, with our team, partners, and stakeholders, I am confident we will continue to grow, innovate, and lead the way in shaping the future of the beverages industry in India.

Our Brands

Royal Virat Premium whisky

Royal Virat Premium Blended Whisky is a sophisticated, full-bodied whiskey crafted for those who appreciate the finer things in life. This blend harmonizes selected grains and malt whiskies, meticulously matured and handpicked to deliver an exceptional taste and smooth finish. Here's what makes Royal Virat a cut above the rest:



Blue Hunt Classic Whisky

Blue Hunt Whisky is a premium, full-bodied whisky that embodies sophistication, tradition, and bold craftsmanship. With its deep golden hue and exceptional flavor profile, this whisky delivers an unparalleled experience for connoisseurs and casual enthusiasts alike, making it the perfect companion for celebrating life's special moments.



Magic Valley Vodka

Original Flavor

Magic Valley Vodka is a symbol of purity and sophistication, crafted to perfection for those who appreciate smoothness and versatility in every sip. With its clean, crisp profile and premium quality, Magic Valley Vodka transforms ordinary moments into extraordinary experiences.



Magic Valley Vodka

Green apple Flavor

A crisp and refreshing twist on classic vodka, infused with the juicy essence of green apples. This smooth spirit delivers a perfect balance of tangy tartness and subtle sweetness, creating a vibrant and zesty drinking experience. Ideal for sipping chilled, mixing with soda, or crafting creative cocktails, it adds a lively burst of flavor to every pour.



Royal Virat Strong Beer

“Unleash the Royal Taste of Strength”

Crafted with premium ingredients, Royal Virat Beer Strong is a perfect balance of bold strength and smooth taste. Designed for those who enjoy the finer things in life



Royal Virat

Ready To drink

15%

Crafted for those who crave boldness, Royal Virat 15% VV is a strong lager RTD with a full-bodied taste and a smooth finish. Brewed with the finest malt and hops, it delivers a rich aroma, deep golden color, and a powerful kick that sets it apart. With 15% alcohol content, it's perfect for those who enjoy strength without compromising on flavor. Whether you're celebrating a victory or just unwinding, Royal Virat 15% is your royal companion — **Strong. Smooth. Supreme.**



MS GOLD XXX RUM

MS Gold XXX Special Rum is more than just a drink - it's an experience of richness, strength, and unmatched smoothness. Distilled with care and blended to perfection, this rum carries a bold character while keeping a silky, refined finish.



Eighty Forty Dry Gin

Eighty Forty Dry Gin include juniper, citrus peel, coriander, angelica root, ores root, and liquor ice, each contributing unique flavors like Terseness zest warming artiness. Tiara nares, anon souse sweetness. Complexity is enhanced with hibiscus flowers for a vibrant touch, involves careful selection of the finest ingredients, slow distillation to capture flavors, and thorough quality testing to ensure excellence.



Golden Horse Premium Whisky



Kalindri Blended Scotch



Business Partnership Opportunity

1. Exclusive State Rights

Secure 100% exclusive rights for your state to sell, distribute, and market our liquor brands. The investment begins from ₹1.5 Cr. to ₹3 Cr, covering the rights for two premium brands

2. Comprehensive Support

The company will provide complete assistance in licensing, marketing, and transportation, ensuring smooth business operations.

3. District Partnership Model

Our innovative district partnership structure minimizes your working capital requirements, as district-level partners invest directly in your business, strengthening growth and scalability.

4. Stock-Backed Investment

Your initial investment is 100% adjustable against stock, ensuring maximum security and value for your capital.

Future Plan

We aim to position our company as a leading Indian-origin liquor brand with a strong domestic and international presence.

- **Domestic Expansion:** By next year, we are planning to launch operations across **15 to 20 states in India** with a structured and full-fledged market entry strategy. Our focus will be on building strong distributor networks, enhancing retail visibility, and establishing a premium brand identity in the domestic market.
- **International Expansion:** We will initiate exports to the **African region**, beginning with **South Africa by the end of this year**, launching our premium product **Blue Hunt Classic Whisky**. This will mark the start of our global journey, followed by expansion into other African markets.
- **Vision:** To create a portfolio of premium and value-driven liquor brands that cater to diverse consumer preferences, while steadily expanding our footprint in both domestic and international markets.



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