

A BRAND OF
ONKARA BEVERAGES & HOSPITALITY PVT LTD



"TO EMBRACE
YOUR UNIQUE
SELF, & TO
UNFOLLOW
THE CROWD
THAT IS WHAT
IT MEANS TO
BE A LONE
WOLF."

EXECUTIVE SUMMARY

Founded in **2022**

OUR VISION

To be the most trusted alcohol company

5

Awards

3 ACTIVE STATES

Delhi, Chandigarh, Goa

6L+

Cases sold

2

Breweries

10M

Units sold

4%

Market share in Delhi

35K+

Reach on social media

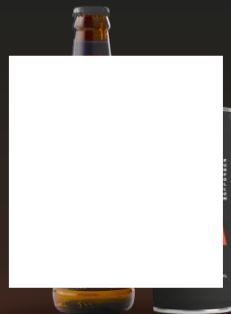
8

SKUs

25+

Employees

4 VARIANTS



ALPHA

INDIA'S FASTEST GROWING
BEER BRAND



WILD

STRONG BEER PORTFOLIO WITH
LOW BITTERNESS AND NO SWEET
AFTERTASTE



STRONG

LOW ADDITIVES AND
ZERO ADDED SUGAR



MAYDAY

UNIQUE FLAVOR PROFILES
AND BLACK AND WHITE
BRANDING

EVEN IN INDIA, BEER HOLDS A STRONG PRESENCE

\$11.7B

Beer revenue 2024

22.2%

Beer market share

32%

Urban consumers prefer beer
(highest)

2L

Beer consumption per capita



Drivers of BEER'S POPULARITY



Urbanization



Growing middle class



Supports sober curious culture



Increasing women drinkers



Longer & hotter summers



Gateway beverage for the youth

LONE WOLF IS BRIDGING THE GAP IN INDIA'S ALCOBEV WILDERNESS

KEY FINDINGS OF THE INDIAN ALCOBEV MARKET

Beer Dominates LABs

98% of Low Alcoholic
Beverages are
beer sales

Preference for Strong Lager

~85% of beer sales are
Strong Lager

Limited Craft Beer Share

Craft beer
makes up <3%
of the market

No Strong Lager in HoReCa

HoReCa
outlets don't
sell Strong
Lager beers

Dull branding

Beer brands
don't resonate
with the young
crowd

STRATEGY

COMPREHENSIVE BEER PORTFOLIO

Diverse styles and ABVs to serve all types of drinkers

STRONG LAGER PORTFOLIO

Essential for survival and production scalability

PRODUCT INNOVATION & PACKAGING

Addressing consumer dislikes to create standout products

HOReCA ESSENTIALS

Light Lager and Witbier crucial for brand recognition
in HoReCa

MADE FOR FREE-WILLED & FREE-SPIRITED

Offering premium drinking experience with wide
range of options

USING ITS ROBUST BUSINESS MODEL

OPERATIONAL EFFICIENCY FOCUS

Consistently improving gross margins YoY by reducing COGS and enhancing unit economics

SCALE EXPANSION FOR ECONOMIES

Achieving large-scale production and sales is essential, with break-even at ~100K cases sold per month

PREMIUM PRODUCT LAUNCHES

Boosting per-unit sales by adding high-end variants to strengthen brand image

LEAN MARKETING SPEND

Focus on digital, influencer-led campaigns, event sponsorships, and brand merchandising to enhance reach

ON-TRADE GROWTH DRIVING RETAIL TRADE

Targeting hotels and restaurants as key sales drivers, aligning with the shift toward experiential consumption

DISTRIBUTION & PRICING STRUCTURE

Focus on states with government-owned distribution models

FUELLED BY STRONG DISTRIBUTION NETWORK AND PARTNERSHIPS

DISTRIBUTION NETWORK



DELHI

- Operates as L1/Wholesaler with valid license
- Supplies to 4 Delhi Excise appointed retail corporations and HoReCa outlets
- Sales team of 8-10, including a State Head



CHANDIGARH

- Operates as L1/Wholesaler with valid license
- Supplies to private retail shops
- One area head for Tertiary sales, customer relationships etc



GOA

- Bills directly to an Excise-approved distributor
- Distributor handles secondary distribution to private retail shops and HoReCa outlets
- Plans to assign a full-time staff member



RAJASTHAN

- Launch in major tourist hubs—Jaipur, Jodhpur, Udaipur, and Bikaner
- At retail outlets and clubs
- Additional districts and on-trade outlets in FY 26-27



KERALA

- Launch cities will be Kochi, Trivandrum, Kozhikode, and Thrissur
- At retail outlets and clubs
- Additional districts and on-trade outlets in FY 26-27

NETWORK STRENGTH & COLLABORATIONS

Available in **500+** retail shops in Delhi (Off 680 gov-approved liquor vends)

Actively billed in **50+** HoReCa outlets and hotels (The Park, Hilton, Andaz, Ibis and many more)

Participated in **150+** events such as HT Unwind, Times Awards etc

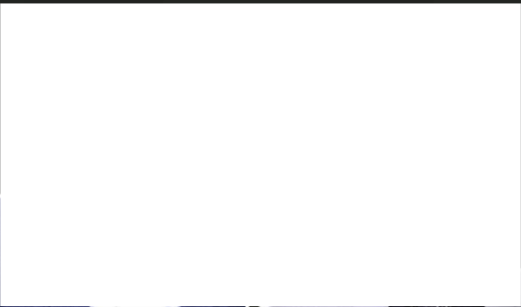
Partnered with **EMBASSIES** of Germany, Mexico, and many more, along with cultural institutions like KNMA (Kiran Nadar Museum of Art) and Gujral Foundation

LED BY 'THE ALPHAS'



CO-FOUNDER & COO

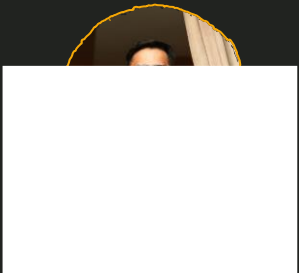
- Holds a Master's Degree in Business Administration
- Extensive background with MNCs, including GE, ING, and KPMG
- 20+ years of experience in FMCG, IT, and Alcobev industries



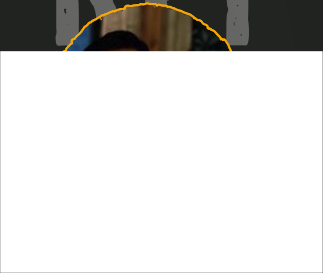
CO-FOUNDER & EXECUTIVE DIRECTOR

- Holds a Master's Degree in Business Administration
- 2nd gen industrialist
- Joined the family business post-grad
- 20+ years of exp across various sectors

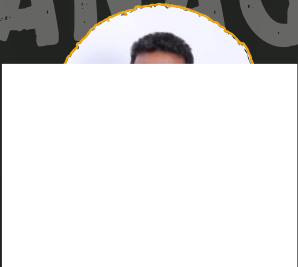
KEY MANAGEMENT



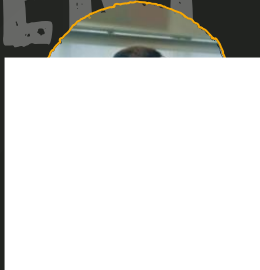
National Head Sales



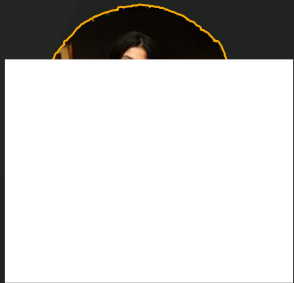
Technical Advisor & Master Brewer



GM, Commercial



Group CFO



Marketing & Branding Consultant

WHY BACK US

WHAT WE HAVE DEMONSTRATED ALREADY

Captured **4%** market share in Delhi

Expanding presence in
**CHANDIGARH, GOA, KERALA,
RAJASTHAN, AND UTTAR PRADESH**

5X growth since inception

500+ retail shops and **50+** HoReCa outlets in Delhi

IF YOU NEED MORE REASONS...

We are committed to profitability over burn

Built by seasoned executives, ready to take Lone Wolf to new territories

EBITDA +ve in year 5, without compromising scale

Constantly innovating to meet evolving consumer taste and preferences