

COMPANY NEWS

Vallee de Vin

Vallee de Vin, the wine company promoted by liquor industry veteran Deepak Roy who makes the Zampa brand of wines, has decided to change the brand name of its premium sparkling wine from Zampagne to Zampa Soiree. The company decided to opt for a name change to avoid any kind of problem. Champagne is a brand protected by the professional body of Champagne producers, Comite Interprofessionnel du Vin de Champagne (CIVC).

Vallee de Vin has applied for registration of the new name 'Zampa Soiree'. The sparkling wine has been positioned in the premium segment and is likely to be priced in the range between Rs 750 to Rs 1,100.



Pahwa Enterprises

Bry-Air, a Pahwa Group company, is a global solution provider for complete environmental control with specialization in humidity control, dehumidification, drying, storage, preservation, air and gas purification and plastics auxiliaries supported by state-of-the-art facilities, worldwide operations and customers in almost every industry. Pahwa Enterprises is a group of knowledge based technology driven air engineering companies specializing in products & services with a desiccant at their core, related to air. It comprises of six engineering companies with four manufacturing plants in India, fully owned subsidiaries in Malaysia and China, a network of offices in India, China, Korea, Thailand, Indonesia, Malaysia, UAE, South Africa, Australia, Europe, USA and Brazil. It exports to over 40 countries including Japan, Korea, Europe and USA, which accounts for about 40% of the group's turnover. The group is expecting its turnover to touch Rs. 240 crore in year 2008-09. The group employs 500+ people which forms the strength of the enterprise.

The Group companies include: \*Bry-Air Asia Pvt Ltd- Specializes in Dehumidification and Industrial Air Treatment Technology \*Dessicant

Rotors International- World's Leading manufacturers of products for energy recovery, equipments for ventilation, Fresh air treatment for maintaining IAQ \*Delair India Pvt Ltd- Specializes in design, engineering and manufacturing of Compressed Drying systems \*Technical Drying Services Asia Pvt Ltd- Solution provider to short-term humidity problems and drying requirements \*PuriFlair India Pvt Ltd- Manufactures & markets compressed air dryers and accessories \*Arctic India International- Specializes in export of Ironware, horn handicrafts and textile made ups.

Bry-Air (Asia) is the only ISO 14001 and ISO 9001:2000 certified dehumidifiers and plastics auxiliary manufacturing

Bry-Air (Asia) are : • Desiccant Dehumidifiers • Air & Gas Purification Systems • Seed Dryers • Plastic Dryers and auxiliary equipment • Flexible Barrier Storage Systems • Complete Environmental Control Systems.

Bry-Air (Asia) has wholly owned subsidiaries in Malaysia and China. The China operations has 4 offices in Shanghai, Beijing, Guangzhou and Wuhan. Bry-Air also has representative offices in Bangkok-Thailand, Johannesburg -South Africa, Perth-Australia and office and warehouse in Sharjah-UAE.




Coca Cola India

The world's largest soft-drink maker Coca-Cola plans to implement 'nutritional labelling' across 200 countries where it has a presence. Soft-drink makers have always drawn criticism for selling fizzy and sugary drinks that result in weight gain. In India, labels will be put on all Coca-Cola beverages – aerated drinks Coca-Cola, Thums Up, Sprite, Limca, Fanta, juice drinks Maaza and Minute Maid and packaged water Kinley. All packs of Coca-Cola beverages – PET bottles, tetra pack cartons and cans – will be re-labelled with detailed nutritional information. Returnable glass bottles, however, have been exempted from the initiative, as it would involve technical complications, the company said. The company will include energy information per serving on the front of its product packages.

The Indian market is witnessing a surge in sales. Coca-Cola India posted a 33% growth in unit case volumes during the April-June 2009 quarter, cycling a 6% growth in the year-ago quarter. This was its 12th straight quarter of growth in India. A combination of factors have led to the growth – investments in bottling lines, coolers and trucks, consolidating bottling operations, raising the distribution footprint by tapping smaller tier-2 and tier-3 towns and cities, introduction of beverages in multiple pack sizes and localized marketing.


In India, the decision to put nutritional labelling upfront will be irrespective of the upcoming integrated food law, which





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