



Baldeo
Sahu Infra
PRIVATE LIMITED

www.boudhdistillery.com

BDPL Bulletin

For Internal Circulation Only

JULY TO SEP 2025 | VOL 8, QTR 2



MayoLionRoars



HealthMatters



NourishMission

BDPL BUILDING LEGACY

Enabling digital learning
across Boudh schools.
SMART CLASSROOMS !

Full Story in Page 5





Ritesh Sahu
Managing Director

Here's to a spirited journey ahead - leaner, stronger, and united.

Let's craft excellence, one bottle, one idea, one team at a time.

Creating Spirits Building Legacy

Exciting News from Boudh!

We're thrilled to share that Boudh Distillery Pvt Ltd (BDPL) is **gearing up to begin manufacturing IMFL (Indian Made Foreign Liquor)** at our Boudh facility - marking a bold new chapter in our journey. From producing ENA and ethanol, we now step into crafting premium spirits that embody quality, innovation, and heritage.

Rebranding for a Richer Experience

Our flagship IMFL brands - **Lemme LEMON Rum** and **Whiscots PREMIUM Whisky** - are being reimagined with new flavour profiles, premium packaging, and a revitalized identity that reflects our commitment to excellence. After successful launches in Odisha and Jharkhand, we're now preparing to **introduce these exciting blends to West Bengal, Rajasthan followed by Tripura and nearby North-Eastern States.**

And that's not all - BDPL is also **preparing to unveil a New Super Premium Scotch Blended Whisky**, crafted for discerning palates and positioned to elevate our premium portfolio to new heights, which will be made available in few more states, very soon.

Optimizing Every Drop - Across Divisions Efficiency drives excellence.

■ In our ENA and ethanol division, initiatives like making 45% DDGS, re-utilizing fermenter CIP water in decanter feed tank, slope creation in CT basin, online steam leakage arresting recovery, and bulk tanker dispatch have created **yearly saving potential of over ₹1 crore.**

■ In our IMFL division, smart moves like developing alternate suppliers for bottles and better negotiation have created **annual savings potential of ₹80 lakhs.**

Let's Work as One BDPL Family

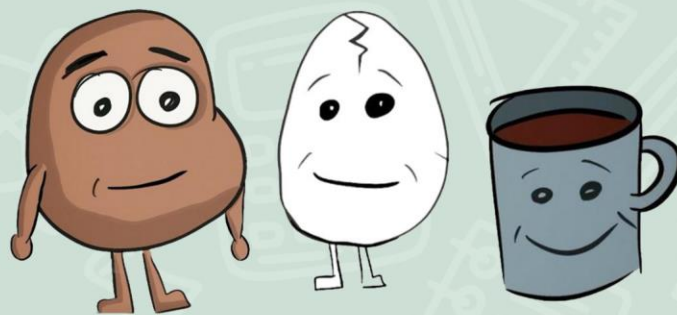
As we expand into this vibrant category, teamwork will be our strongest spirit. From production to packaging, sales to supply chain - collaboration is key. **Let's share ideas, solve challenges, and celebrate wins together.**

Cheers to new beginnings and spirited teamwork!

A stylized handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke.

Ritesh Sahu
Managing Director
BDPL Group

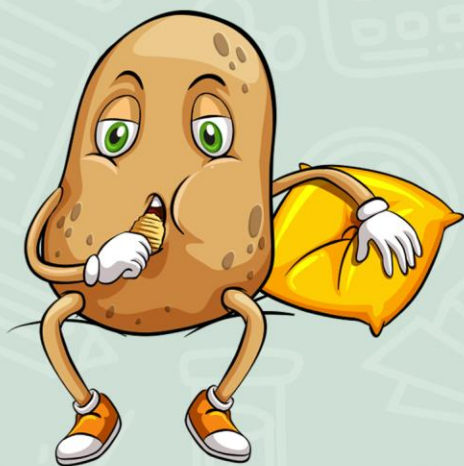
ARE YOU POTATO, EGG OR COFFEE BEAN ?



A young woman was feeling overwhelmed by the challenges in her life. She went to her mother and **expressed her desire to give up**, saying that problems never seemed to end. Her mother took her to the kitchen and filled three pots with water, placing them on the stove. **In one pot, she placed a potato; in the second, an egg; in the third, coffee beans.** After boiling them for a while, she asked her daughter to observe the results.

The potato was now soft.

The egg had hardened inside;
and the coffee beans had changed the
water into FRAGRANT COFFEE.



Her mother explained, “Each of these faced the same adversity, boiling water, but each responded differently. **The potato went in tough and became weak. The egg, once fragile, became strong inside. The coffee beans transformed the water itself.** You can choose how you respond to adversity: let it weaken you, harden you, or use it as **A CATALYST FOR POSITIVE CHANGE.**”

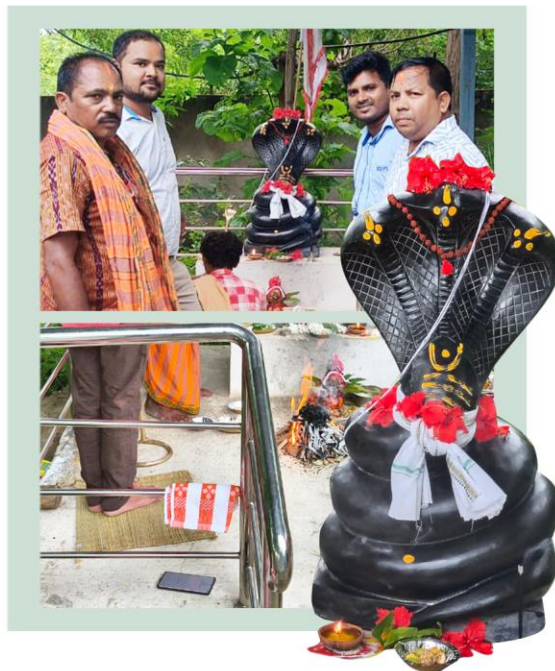
MORAL

Adversity is unavoidable, but how one responds to challenges shapes strength and character. It is possible to rise above problems and make a positive impact, even in difficult situations.

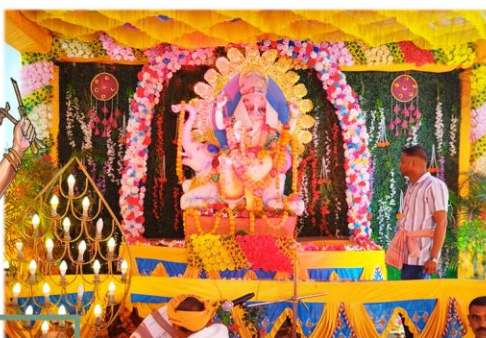


Nag Panchami

Honouring Odisha's
Serpent Tradition



Boudh; July 29, 2025
BDPL celebrated the age-old Odia ritual of Nag Panchami with devotion, offering prayers to Lord Nag for blessings of safety, rain, and prosperity for all.



Vishwakarma: the mythological celestial architect

September 17, 2025
Kwality Bottlers
BDPL Plant



Celebration
in Kwality
Bottlers



August 27, 2025
**Ganpati
Bappa
Mourya**





Smart Education Tools to 3 Schools

BDPL Distributes Smart Education Tools to Schools

Commits to Holistic CSR Initiatives in Health, Education, and Community Development



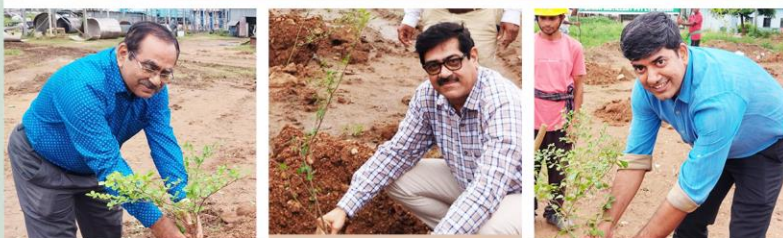
Boudh; July 18, 2025

In a heartfelt gesture towards nurturing young minds, Boudh Distillery Private Limited (BDPL) took a meaningful step in its CSR journey by empowering education across Boudh district.

Through this initiative, BDPL provided **Smart Black Boards, Inverters, and Batteries** to Saraswati Sishu Vidya Mandir, Boudh and Purnakatak, along with **smart desks and chairs**

to Gopabandhu Government High School, Harekrushnapur - transforming classrooms into more engaging and inspiring learning spaces.

The event was graced by **Sri Ritesh Sahu, Managing Director; Sri Raju Prasad, Director; Sri Debadatta Mishra, COO; Sri Rajanikant Mall, Unit Head; and Sri Bishnu Mishra, CSR Manager, BDPL** - along with school headmasters and BDPL team members.



EK PED MAA KE NAAM 2.0

Boudh ; September 17, 2025

BDPL reaffirmed its commitment to sustainability by **planting 200 trees** within its plant premises. The initiative celebrates the bond between **nature and nurture** - honoring every mother through the gift of a tree.



निक्षय पोषण, स्वस्थ जीवन

Boudh; August 7, 2025

Reaffirming its commitment to community well-being, Boudh Distillery Pvt. Ltd. (BDPL) **distributed 60 nutrition food baskets** to District TB Forum and TB-positive patients of Harbhanga Block, Boudh, under its CSR initiative. This effort aims to strengthen nutrition support for TB warriors and contribute towards a TB-Mukt Bharat.

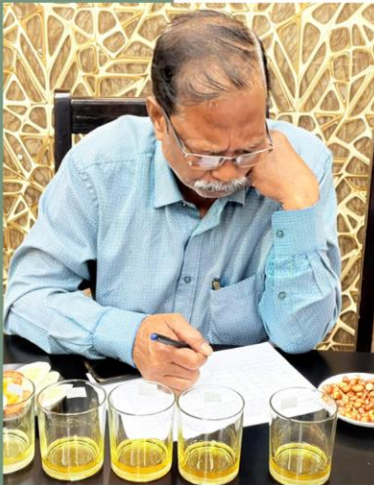




Blind test reveals what wins hearts

July 5, 2025

11 consumers joined us for a blind testing session at Hotel Nayan Plaza, to share their honest taste preferences.



Behind the Blindfold
Discovering the Real Taste Leaders



Their feedback helped us see where our brand shines and where we can grow, ending the day with smiles, insights, and small tokens of thanks.



Boudh; July 11, 2025

The first batch of Lemme Ultra Premium Rum has been successfully produced at Boudh Distillery, marking a proud milestone for the team.

A new chapter begins in our journey to craft world-class spirits, blending quality, craftsmanship, and passion.



Raising the Bar
First brew of Lemme out
from Boudh Distillery



Mayo Lions ROARS to Life

September 22, 2025

Mayo Lions Reserve Blended Whisky roars onto the scene with its launch on 22nd September 2025. Crafted to perfection, this blend celebrates strength, heritage, and refined taste.



Club
 Emirates, Bhubaneswar
Date
 22nd Aug 2025
Event Name
 Sean Sariba
Total footfall
 500+
Trials generate
 600+
Social media views
 167K+



IN HIGH
spirits

Club
 Top Notch, Bhubaneswar
Date: 3rd Aug 2025
Event Name
 Pre Friendship
Total footfall: 400+
Trials generate
 1200+
Social media views
 27K+



Explore the *New*



Club
 Raasta, Bhubaneswar
Date
 26th July 2025
Event Name
 Ducktails
Total footfall
 300+
Trials generate
 400+
Social media views
 13.5K+



TIPSY TALES

CITRUS SPICE RUM COOLER

Ingredients

60 ml Lemme
White Rum
20 ml fresh
lemon juice
15 ml honey or
sugar syrup
1-2 slices of
fresh ginger
100 ml soda or
sparkling water
Ice cubes
Lemon wheel + mint
sprig (for garnish)

1.



Muddle
ginger
gently in a
shaker.

2.



Add lemon
juice, and
honey
syrup/
Sugar

3.



Add Ice
followed
by Rum
and
shake it
well until
chilled

3.



Top with
soda and
garnish
with lemon
and mint.

5.



Refreshing,
zesty, with a
hint of spice,
perfect for a
team toast or
an evening
unwind.





Wellness in Action !

Khordha; August 5, 2025

Our team successfully conducted the Annual Health Checkup (Form 31A) at the plant premises, ensuring every member stays fit, aware, and ready for a productive year ahead.



Let the House Wars Begin Play Hard, Laugh Harder !



Joinees plant



July-August-September, 2025

Every new beginning at BDPL starts with planting a tree, because growth starts from the ground up.

House Arrest



August, 2025

BDPL celebrated the formation of its Houses and the announcement of House Leaders, a moment that inspires unity, spirit, and a shared drive for excellence.

1. **Green House-** Mr. Smruti Ranjan Nayak
2. **Red House-** Mr. Rabindra Rout
3. **Blue House-** Mr. Satyajit Ray
4. **Yellow House -** Mr. Sushil Kumar

BARTENDER

BDPL ACADEMY

Word Edition

M A H U A X R U M Q W H I S K Y
B R A N D Y G I N E F E N I X Z
L I Q U E U R T V O D K A M B R
Q W E R T Y U I O P A S D F G H
N M A H U A B R A N D Y L I Q U
I U Y T R E W Q A S D F G H J K
Z X C V B N M L K J H G F D S A
W H I S K Y Q W E R T Y U I O P
G I N M A H U A B R A N D Y Z X
V O D K A L I Q U E U R C V B N
F E N I M A H U A G I N B R A N
D Y W H I S K Y R U M L I Q U E
U R M Q W E R T Y U I O P A S D
L I Q U E U R B R A N D Y G I N
K J H G F D S A M A H U A V O D

WORDS TO FIND

WHISKY RUM GIN
BRANDY VODKA LIQUEUR
FENI MAHUA



FRESH SQUAD

WELCOME !



ABHISHEK KUMAR
Lab Chemist

DOJ: 13.08.2025



BADAL KUMAR PRADHAN
Jr. Executive Sales

DOJ: 12.08.2025



ALOK KUMBHAR
Instrumentation Technician

DOJ: 12.08.2025



PRABHAS MAHAKUL
ITI Apprenticeship

DOJ: 04.08.2025



SAROJ PRADHAN
ITI Apprenticeship

DOJ: 04.08.2025



SUGYANA JENA
ITI Apprenticeship

DOJ: 04.08.2025



SUNIL KUMAR MUDULI
Shift In Charge
Power Plant

DOJ: 19.08.2025



KONIDELA DEVENDRA
KUMAR
Unit Head

DOJ: 18.08.2025



SHATRUDHAN
CHAUHAN
Welder

DOJ: 20.08.2025



SATYANARAYAN
SAMANTARA
Sales Executive

DOJ: 18.08.2025



MARUKURTHI SANTOSH
Sales Executive

DOJ: 18.10.2025



AMRIT PAL SINGH
Group HR Head

DOJ: 25.08.2025



GYANENDRA JENA
ITI Apprenticeship

DOJ: 26.08.2025



SUSANTA PRADHAN
Jr. Safety supervisor

DOJ: 01.09.2025



SABYASACHI NAIK
ITI Apprenticeship

DOJ: 25.08.2025



AJIB KUMAR MALLICK
Sales Executive

DOJ: 03.09.2025



SRIKRUSHNA BEHERA
Executive Accounts

DOJ: 12.09.2025



CHANDAN MAHAKUD
Liquefaction &
Fermentation operator

DOJ: 12.09.2025



MANOJ BEHERA
Executive Accounts

DOJ: 19.09.2025



ANKIT KUMAR
Instrumentation
Technician

DOJ: 27.09.2025



AMLAN DAS
SR. Manager
Customer Marketing

DOJ: 07.07.2025

**Congrats
Mohan Jala**
for being a
parent



As we bid
adieu,
your
legacy
stays
with us.



**Wishing you
continued success !**



**Ultimate
Cake-off !**



Mr. Manikandan Nambiar, Sept 28

