

BDPL BULLETIN

APRIL-JUNE 2022
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For Internal Circulation only

RECOGNISED
AS TOP

10

CORPORATE
LEADERS FROM
ODISHA-2022

PIONEER
OF THE
LIQUOR
INDUSTRY

PROMPTED
BY TECHNOLOGY
BASED
STRATEGIES

RITESH SAHU

HOW THE BDPL MANAGING DIRECTOR IS
EMPOWERING PEOPLE FOR GREATER GOOD



Baldeo
Sahu Infra
PRIVATE LIMITED

COVER STORY



**RITESH SAHU, MANAGING DIRECTOR,
BOUDH DISTILLERY PVT. LTD.**

A pioneer of the liquor industry in Odisha holds wide experience in the industry. He is a team player who uses technology-based solutions to achieve results while being customer-centric. As an ideal leader Ritesh Sahu is working tirelessly for the development of BDPL.

RITESH SAHU

EMPOWERING PEOPLE FOR GREATER GOOD

BY SUJITH VASUDEVAN

Innovative strategy aids decisions on how resources are utilized to meet a business's objectives for innovation and to build a competitive advantage. Through product innovation, the existing product is improved which generates a customer base and an opportunity for the firm to tap the market. Prompted by technology-based strategies Ritesh Sahu is taking BDPL to new heights.

After completing his MBA from Sydenham Institute of Management (Mumbai), Ritesh got into his family business and has been managing many distilleries in Odisha. As a determined entrepreneur he turned all his companies into successful ventures. Apart from making effective business strategies, Ritesh is an active participant in CSR activities as well.

In a recent interview with CEO Insights, Ritesh Sahu shared about his corporate journey and how he paved his way to success. Here's a snippet from the same

“ WHAT MAKES MY DOMAIN UNDERSTANDING EXCEPTIONAL IS THE LEADERSHIP TEAM OF BOUDH DISTILLERY WHOSE PROFICIENCY IN THEIR RESPECTIVE SUB-DOMAINS HELPS ME RUN THE SHOW ”

THROW SOME LIGHT ON THE PROFESSIONAL JOURNEY SO FAR. WHAT INSPIRED YOU TO VENTURE INTO THE DISTILLERY INDUSTRY AND WHAT INSPIRES YOU TODAY?

Before setting forth into grain-based Extra Neutral Alcohol (ENA) production, I have 23 years of wide experience in managing eighty micro-distilleries in Odisha. Developed four years ago with the vision to step into an organized distillery industry, Boudh Distillery is a 60 KLPD grain-based ENA production located in the west of Odisha.

As there is no Grain Based distillery in Odisha, there seems to be a great opportunity to tap this market. The thought of fulfilling our state requirement of ENA, rather than importing from other states has inspired me to venture into establishing the distillery.

“ I BELIEVE BALANCE IS ACHIEVED OVERTIME SO IT IS BETTER TO ALLOW YOURSELF TO REMAIN OPEN TO REDIRECTING AND ASSESSING YOUR NEEDS ON ANY DAY. THAT FOR ME IS THE KEY TO FINDING THE BALANCE. ”

Looking back at the successful four years, the driving force for me was the generation of local employment, which satisfies me the most. My commitment to giving back to society through various CSR activities also drives me to do my best.

HOW WOULD YOU DEFINE BOUDH DISTILLERY AS AN ORGANIZATION? WHAT ARE THE UNIQUE PROPOSITIONS IT PROVIDES TO ITS CUSTOMERS?

Boudh Distillery is a multifaceted organization with a systematic work process starting from sourcing raw materials to its customers at the front end of the business. The speciality of the organization is that we care for the people who are related to it whether it's our stakeholders or the people around the plant as well as the environment. Ever since the inception of Boudh, we are strictly following the quality control measures and has adopted the latest technology not only this our plant has implemented a hundred per cent Zero Liquid Discharge and complies with the norms of the Pollution Board. Our value proposition is that we are pivoting on the quality of products



through research-led analysis and innovation and the top companies choose us due to the preference for getting the best quality.

WHY DID YOU CHOOSE ODISHA AS YOUR BREEDING GROUND AND HOW IT IS FAVOURING YOU? WHAT ARE THE CHANGES YOU ANTICIPATE IN THE MARKET AND THE OPPORTUNITIES YOU FORESEE?

There are four major reasons for choosing Odisha as our production unit that is first, the emotional bonding with the state due to our cultural integration for more than 50 years of association. Secondly, other than the emotional aspect, there are a lot of opportunities in the state as far as ENA Grain is concerned, third, the availability of raw materials to the market is potentially able to consume our produce. Lastly, the industry-friendly policies of the state are strategically framed for sustainable development for both industries and the people.

The liquor industry will face huge competition in the market in the upcoming years, and the related products will face price rises like the price of rice will shoot up due to increase in demand for ENA and Ethanol. If one side we have huge risks so on the other side we have huge market potential in Odisha and all over India. We are looking forward to launching premium brands with innovations and creativity, especially the Ethanol Blended petrol Programme will pave the way for our growth. We have a 15 KLPD Ethanol production unit in place and as a part of our



expansion project we are coming up with a 45 KLPD Ethanol Plant.

TELL US ABOUT SOME OF THE CHALLENGES YOU HAVE EXPERIENCED IN YOUR PROFESSIONAL JOURNEY SO FAR? HOW DID YOU OVERCOME THEM AND WHAT LEARNING DID YOU DERIVE FROM THEM?

There have been numerous challenges which we faced throughout the journey. However, I never found myself alone during these challenging times. The entire family was always with me, especially the blessings of Late Rai Saheb Baldeo Sahu and guidance of Shri UdayShanker Prasad, Chairman of Boudh Distillery.

If you ask about a major challenge we faced while we started rolling out Boudh Distillery project, then yes there was a major challenge i.e. finding technical resources. When you look at something which is empowered by state-of-art cutting edge technology, you definitely need to have tech experts on board. Boudh Distillery, starting from production to environment protection aspects is a technologically power-packed and highly advanced Plant. When we started putting all internationally acclaimed advanced technology in place we faced the challenge to get the resources with knowledge of technical knowhow.

We started believing on the leadership board who took away the pressure of getting right kind of experts for each unit of the plant. They started hiring technical people across India for their respective areas

of operations. And now the operational plant is in front of you. For me the take away is 'building and believing on the team'.

BEING THE MD, HOW DO YOU PLAN TO APPLY YOUR EXCEPTIONAL UNDERSTANDING OF THE DOMAIN INTO BOUDH DISTILLERY AND TAKE IT TO THE NEXT LEVEL?

Every domain has multiple sub-domains. No domain understanding is exceptional until you have perfections in all sub-domains. What makes my domain understanding exceptional is the leadership team of Boudh Distillery whose proficiency in their respective sub-domains helps me run the show.

Yes, of course there are certain things out of my experience in the domain such as business expansion and growth strategy that helps the business in creating a road map. Forecasting the market's demand-supply equation is the key support that my team seeks from me.

WHAT IS YOUR SUCCESS MANTRA OF BALANCING PROFESSIONAL PERSONAL LIFE? GOING FORWARD, WHAT ARE THE GOALS THAT YOU WISH TO INVEST IN AND HOW DO YOU PLAN TO TAKE THEM FURTHER?

We cannot structure a perfect schedule, someday we focus more on work while the other days we use our time to pursue hobbies and spend time with family. I believe balance is achieved over time so it is better to allow yourself to remain open to redirecting and assessing your needs on any day is the key to finding the balance.

From a vision perspective of 2030, we intend to open several distillers in India and become the largest Grain Based ENA producer. We also intend to come up with premium liquors and expand our foothold in the liquor category

AS PER YOUR EXTENSIVE EXPERIENCE WHAT ADVICE YOU WOULD LIKE TO GIVE TO UPCOMING ENTREPRENEURS?

My suggestion to budding entrepreneurs is to encash your energy and dream big because the younger generation has more energy to make things happen. The distillery has certain challenges, but I am sure, the young entrepreneurs have that energy and dare to overcome the risks and live their dreams to their potential. Before diving into the industry, one should evaluate the risk of scarcity of raw materials, social taboos, and different excise policies at different stages. [CEO](#)

Ritesh Sahu, MD
 Honored with
TOP 10
 Corporate Leaders from **Odisha**
CEO Insights



CEO Insights
 IS PROUD TO PRESENT
RITESH SAHU
 Managing Director, Boudh Distillery Pvt. Ltd.
 AS ONE OF THE
 Top 10 Corporate Leaders from Odisha — 2022
 This is an annual recognition that showcases
 exceptional leaders in the corporate realm of Odisha who guide the
 industry to its future by setting benchmarks across several key parameters.
 Sujith Vasudevan
 Managing Editor



Strong start to FY 2022-23

April 16, 2022: A new Electrical Panel was installed at Kwality Bottlers for the capacity expansion

April 19, 2022: Puja was held to mark the beginning of blending hall at Kwality Bottlers.

Prana pratishtha

April 14, 2022: A "prana pratishtha" ceremony God Panchamukhi Hanuman was held at BDPL plant. Employees gathered to pay obeisance to the dieties



Squeeze the day



April 1, 2022:
Lemonade and butter milk was distributed in order to beat the scorching heat of Boudh. The programme was initiated by HR department towards labor welfare.



ISO Surveillance Audit

May 6 and 7, 2022: Two days ISO Surveillance Audit was successfully completed by ISO core members in BDPL Plant.



DET and ITI Apprenticeship Programme

May 1, 2022:
The programme was organised in presence of Unit Head and department Heads; aimed at welcoming the DET and ITI trainees.

April 9, 2022 Campus Placement interview at UCPEs Berhampur





Only One Earth



June 5, 2022: BDPL plant and Kwality Bottlers observed World Environment Day under the broad theme of "Only One Earth", calling for collective, transformative action on a global scale to celebrate, protect and restore planet Earth. Only One Earth. A slogan that was created for the 1972 Stockholm Conference, holds true even today 50 years later. This planet is our one and only home.



Bend..So you dont BREAK



June 21, 2022: International Yoga Day was observed in BDPL plant with a unique theme

YOGA for HUMANITY



Four pillars (years) of solid foundation



May 20, 2022: Boudh distillery celebrated its 4th anniversary in the presence of directors. BDPL has come a long way since its inception and has successfully navigated through the pandemics, and business cycles, which have build a solid foundation. The Company remains committed to move forward on its intertwined growth journey. *Together we strive, together we rise..*



Khoon Ka Rishta

June 14, 2022: Boudh distillery in collaboration with Red Cross Boudh organised a blood donation camp on World Blood Donor Day 2022.



Thank you DONORS!

June 8-11, June 22, 2022

A 4 day Periodic Health checkup programme was organised in Boudh Distillery and 1 day at Kwality Bottlers for BDPL employees and contractors.



Dear Zindagi

An eagle uses the *storm* to reach unimaginable heights

IF YOU SOAR LIKE AN EAGLE
THE **CHAIRMAN'S TROPHY** IS YOURS



+ RS. 1,01,000

June 2022 : The most prestigious award **CHAIRMAN'S TROPHY** was announced on May 20, 2022 by Sandra John and was rolled out by Prem Kanojia, COO, BDPL on June 7 at Kwality Bottlers and on June 17, 2022 at Boudh Distillery

Why Chairman's Trophy

To encourage employees to think creatively in bringing in newer technology / positive changes / process improvements / cost saving initiative / or any other areas which helps bring positive changes in the organization.

Individual ■ **Who is**
Department ■ **eligible**
Group ■

What's inside?

Proposal on 1. Innovation | 2. Creativity
3. Cost Saving and Improvements over current methods in BDPL

Proposal Submission

TO: chairmantrophy@boudhdistillery.com

Team Name / Individual Name
List of Team Members . Team Leader & Secondary Team Leader* (not needed if submitting individually)

Briefly describe the Proposal & its impact for the financial year 2022-23

Describe the Team Method/Your method in an effective, scalable, Sustainable and Creative manner
Describe giving examples as to how your team members/You will contribute to the process

Top 3 proposals will be selected for final interview round where team/individual will share video/financial analysis/ PPT.

April 15, 2023 **Deadline**

Let's begin !

**Lemme Lemon Rum
kicks off-June 29, 2022**



Raja Saja Baja



Welcome aboard !

We are honored to have you join our organization. Only onwards and upwards from here.



Paresh Kumar Pradhan
Milling Operator, BDPL
DOJ :01-04-2022



Pradeep Kumar
Asst. Manager Process, BDPL
DOJ :11-04-2022



Gopal Das Vaishnav
Fermentation Operator, BDPL
DOJ :11-04-2022



Achyuta Nand Mishra
Asst Manager Process, BDPL
DOJ - 20-05-2022



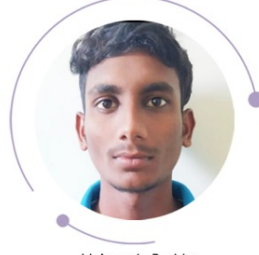
Brendra Behera
Jr. Executive Accounts, BSIP
DOJ:27-06-22



Tanay Patra
Diploma Engineer Trainee
DOJ:02-05-22



Marshal Soren
Diploma Engineer Trainee
DOJ:02-05-22



H.Ananda Reddy
Diploma Engineer Trainee
DOJ:02-05-22



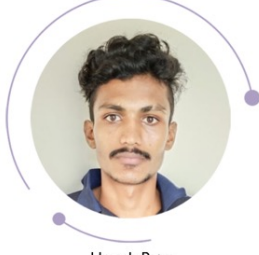
Swapna Rani Patro
Diploma Engineer Trainee
DOJ:02-05-22



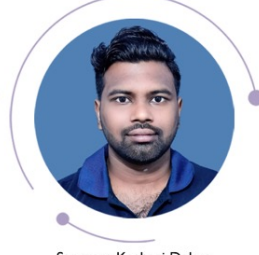
Silpa Samita Swain
Diploma Engineer Trainee
DOJ:02-05-22



Bikash Charan Sahu
Diploma Engineer Trainee
DOJ:02-05-22



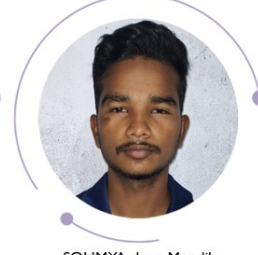
Umesh Patra
ITI Apprenticeship
DOJ:02-05-22



Sangram Keshari Dakua
ITI Apprenticeship
DOJ:02-05-22



Rashmi Ranjan Rath
ITI Apprenticeship
DOJ:02-05-22



SOUMYA deep Mendily
ITI Apprenticeship
DOJ:02-05-22



Sachin Kumar Behera
ITI Apprenticeship
DOJ:02-05-22



Soumyak Dash
ITI Apprenticeship
DOJ:02-05-22



Asish Kumar Pattanaik
ITI Apprenticeship
DOJ:02-05-22



Pradyumna Bhokta
ITI Apprenticeship
DOJ:02-05-22



29th June, 2022
Tree plantation
by newcomer
Mr. Brendra Behera
at BDPL plant



WEDDING DA SEASON

Manish Tiwary
weds Mamanta on
4th May 2022

Jay Shankar
weds Srishti on
9th May, 2022

Satyajit weds
Maurismita on
22nd June, 2022



Bidding adieu to Sarath sir on 17th April 2022



Mr Santu shit on 29th May, 2022



Mr Jogendra singh on 30th May, 2022



Mr. Surendra Singh on 30th April, 2022



Mr Nitin and Mr. Satyajit held on 25th June

As we bid adieu

The older The better

