

# MANNHHEIM

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COMPANY PROFILE

CRAFT BREWERY  
**MANNHHEIM**  

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NO CRAP ON TAP

SPECIALITY ROASTS  
**MANNHHEIM**  

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EXPERIENCE COFFEE

# OUR STORY

Mannheim Brews was first conceived by partners from Germany and India with a desire to introduce German efficiency and quality standards to the Craft Brewery and Specialty Coffee industries in India.

With a wide and established network of Craft Brewers in Germany and other regions of Europe, we bring to the Indian consumers, the world-renowned quality of German Craft Brews to microbreweries across the country.

Our founders and partners bring to the table the industry network of partner outlets, Microbrewery industry know how as well as government and regulations agencies.

From craft beers, we ventured into the world of Speciality Coffee, by partnering with coffee partners in Mannheim Germany helping us to combine the globally recognized German coffee roasting techniques with the rich coffee grown in India.

Be it our beer, coffee and future craft product lines, our vision simply put is - Everything Craft. From our people, our processes, our quality and of course our products



# THE FOUNDING TEAM

## INDIA



### Shankar Subramaniam

Shankar was the **VP of Sales at SAB Miller India** and brings in over 25 years of experience in the Alco- Bev industry with extensive networks in the distribution and licensing space. Shankar is a Director and active investor in Jungbusch Ales India



### Naveen Menon

Naveen brings over 2 decades of experience in the corporate world in India and Overseas. Having worked with **Siemens in Europe as the CEO** of their Shared Service Division & in India as Head of supply chain he has been passionate in bringing quality craft beer from Europe into India. Naveen is a Director and an active investor in Jungbusch Ales India



### Nikhil Menon

Nikhil has spent 2 decades in the shipping & logistics industry; he has also run and operated a resort and dive school in the Andaman & Nicobar islands. A craft beer enthusiast he is certified from the Siebel Institute Chicago in Brewing. Nikhil is the COO and heads all operations at Mannehim



### Nirmal PV

Nirmal is a Hospitality professional with over 28 years of experience in Hotels, IT/ITES, Real estate, and other industries. He was responsible for conceptualizing, constructing, and operating “The Oterra”, a 282 room Five-star Deluxe hotel as well as 46 Ounces, the first Microbrewery in Electronic City, Bangalore

## GERMANY



### Niraj Singh

Is a **Senior Director at SAP Germany** and is the Head of the Global SAP IT Academy. Niraj is an avid Craft Beer enthusiast and has extensive networks in the craft beer community in Europe & Americas. He is a Director and an active Investor in Tap Room GmbH



### Dr. Carsten Hahn

Is a **Senior Director at SAP Germany** & is also a Professor of Entrepreneurship & Innovation at Karlsruhe University of Applied Sciences. Carsten is a key promoter of Indo- German business ties with extensive networks into the political and business communities in Germany. Carsten is an Investor in Tap Room GmbH



### Ben Gatsby


Ben **Founded the TAPRoom (<https://www.taproomjungbusch.de/>) in Jungbusch, Mannheim Germany** a few years ago and his craft beer has quickly gained popularity in a market with high quality beers. With a large network in the brewing community in Europe, Ben is an active investor in Tap Room GmbH



### Florian Ehlert

Florian has extensive experience in consulting, sales and finance. Florian is also an avid craft beer enthusiast and has a good network within the brewing community in Germany. He is a Director and an active investor in Tap Room GmbH





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**AWARDS**





## BEER OF INDIA AWARDS 2023

**A Gold for our Helles, Gold for Weizenbock, Silver for our NEIPA, Bronze for experimental Fruit &/ or spice Beer**



MANNHEIM

## ASIA BEER CHAMPIONSHIP 2022

***Champion Small Size Brewery of Asia, Country Champion Brewery India, Gold in the Spice/Herb- Flavored beer category ,Silver in the International Lager category & Chairman's selection for New England IPA***





## BEER OF INDIA AWARDS 2022

A “*Gold*” for International Light (Pale) Lager (On Tap) & a “Bronze” for Weissbier (On Tap)



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**CHAIRMAN'S SELECTION**  
INTERNATIONAL LAGER



**CHAIRMAN'S SELECTION**  
STOUT



## ASIA BEER CHAMPIONSHIP 2021

***“Chairman’s Selection”*** for two of our beers at the Asia Beer Championship 2021  
in Singapore



# **SPECIALITY COFFEE**



# OUR COFFEE STORY

- Given our affinity to "all things craft", coffee was the logical next step to our functioning craft beer business
- Through our networks in Germany, we recently partnered with a team of coffee entrepreneurs in Mannheim, Germany, who have been running their own local cafés in for a few years. The team in Germany contributes expertise in terms of ideas on roast profiles and shares best practices based on their experience
- We have a very simple business model-We partner with existing locations as a plug-and-play 'coffee shop'





# OUR LOCATIONS

Besides our e-commerce store and B2B clients we also run and operate our café's in the following locations



**Uru Brewpark**

J. P. Nagar, Bangalore



**Paris Panini & Pizza Bakery**

Koramangala, JP Nagar &  
Kalyan nagar, Bangalore



**WeWork "Atlanta"**

Koramangala, Bangalore





## AWARDS

Mannheim won the Gold Silver and Bronze at the Indian AeroPress Championship (Regionals) conducted in 2021



# **MANNHEIM CRAFT BREWERY- LOCATIONS**







## Mannheim Taproom & Kitchen Garuda Mall

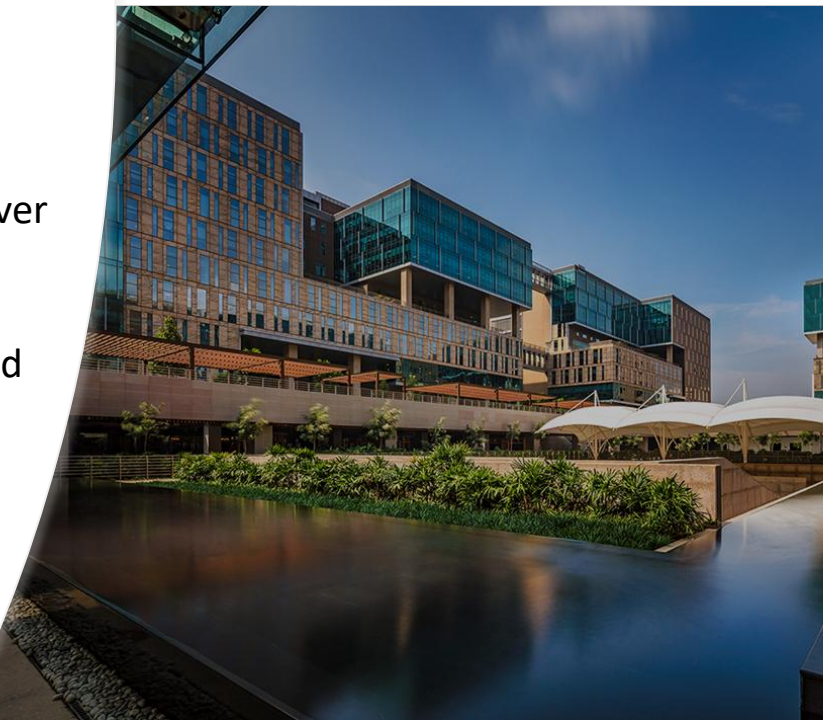
- 400 cover restaurant spread out over the fifth floors and the terrace at the Garuda Mall in the CBD area of Bangalore.
- Re- Launched as Mannheim Craft Brewery in December 2023
- **Operational since April 1<sup>ST</sup> 2023**



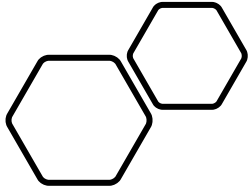


# Mannheim Taproom & Kitchen Eco World

- Ecoworld is a Technnology Park owned by Brookfield with more than 80,000 employees working in offices like SAP, Deloitte, JPMorgan, Morgan Stanley etc.
- The “Bay” in Eco World, houses restaurants10 restaurants and bars.
- We have a 3,500 Sq Ft space (100 cover restaurant) at the bay, serving as our “experience center” for our beers and coffee
- **Operational since APRIL 14<sup>th</sup> 2023**

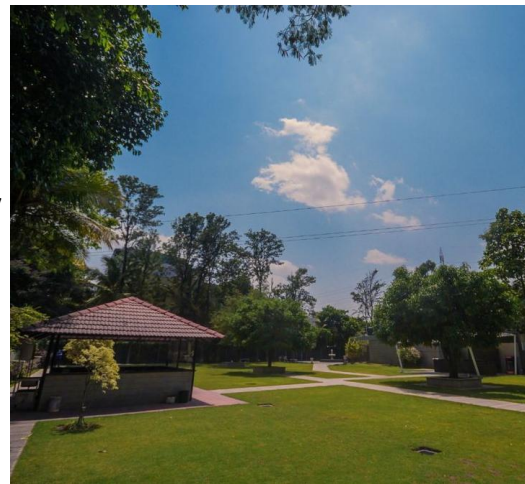






# The Mannheim Craft Brewery, Whitefield

- Set across approximately 1 Acre of space, in the heart of Whitefield with open lawn space and greenery, the location is surrounded by large corporates like Airbus, SAP, Netapp; Malls like Phoenix, VR Mall, and large residential buildings
- We have set up a commercial brewery with a 22,000 liters per month capacity and a license which allows sales to external restaurants, as well as bottling/ canning. We will also be setting up a 900-cover restaurant adjacent to the brewery in the same property
- As of now we have 15 varieties of beers available at the growler station of the Commercial Brewery
- **Brewery is operational since November 2023.**
- **Target Go Live for the Restaurant –August 2024**





THANK YOU!

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