

Som Distilleries and Breweries announces new greenfield project in Uttar Pradesh

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Som Distilleries and Breweries Limited (SDBL) has announced that its subsidiary, Woodpecker Greenagri Nutrients Private Limited, is setting up a state-of-the-art greenfield project in Khimsepur, District Farrukhabad, Uttar Pradesh. The project will include a brewery, distillery, and other manufacturing facilities with an estimated investment of Rs 600 crore.

The Uttar Pradesh State Industrial Development Authority (UPSIDA) has allotted a 40-acre land parcel for the project. The company will commence construction soon after receiving regulatory approvals from the Uttar Pradesh Government. Uttar Pradesh, one of India's largest consumer markets, presents a significant opportunity for growth due to its large population, dynamic demographics, and favorable industrial policies. This expansion aligns with SDBL's vision to become a truly pan-India player in the alcoholic beverages industry.

J.K. Arora, Chairman of Som Group, said, "This greenfield project in Uttar Pradesh marks a significant step in our expansion strategy. The state's favorable business environment and immense market potential make it an ideal location for our new facility. We are committed to delivering high-quality products while also contributing to local economic growth and employment generation. This investment reflects our confidence in the future of the Indian beverage industry and reinforces our commitment to being a key player in this dynamic sector."