



**SHYAM GROUP**



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Tobacco | Warehousing | Hospitality | FMCG | Logistics | Marketing | Dairy | Real Estate

## FROM HUMBLE BEGINNINGS, COME GREAT THINGS.

The SHYAM GROUP was started by an enterprising young man, Shyama Charan Gupta who entered his family business of trading in Tendu Leaves-which are used to make bids. A man with a vision and sharp business acumen, he then made a small beginning in 1973 by establishing a bidi manufacturing unit.

That was just a humble beginning of a large corporate empire- a conglomerate of some very successful companies, specializing in diverse fields. Today, under the experienced stewardship of

Mr. Shyama Charan Gupta and the sheer dedication and hard work of his able and dynamic sons-Mr. Vidup Agrahari and Mr. Vibhav Agrahari along with the core team of professionals, SHYAM GROUP has expanded its business interests to many industries:

•WAREHOUSING •HOSPITALITY •FMCG •LOGISTICS  
•MARKETING •DAIRY •REAL ESTATE

A good leader is one who believes: in the core values of honesty, integrity and respect for people and...

## ...A PASSION FOR EXCELLENCE



**Mr. Shyama Charan Gupta**  
C.M.D. & ex-Member of Parliament



**Mrs. Jamnotri Gupta**  
Director

SHYAM GROUP'S success story is built on a modern and an innovative outlook as well as a far sighted vision of the Group's founder Mr. Shyama Charan Gupta, ex-Member of Parliament & ex-Mayor of Allahabad. The formidable reputation built by SHYAM GROUP is due to a huge focus on meticulous planning, attention towards its customers, employees and reliance on technology and innovation.

As a person, Mr. Shyama Charan Gupta has always believed in sound traditional values and high ethical standards. Transforming challenges into opportunities has been the hallmark of the SHYAM GROUP ever since its inception.

The Group has made its progress based on its Mission Statement:

To develop and manage talent,  
to apply that talent,  
in all its businesses,  
for the benefit of customers;  
to do so in partnership;  
to do so with profit;  
While caring for the society!

A Group that has always believed in  
Creating Value through sustainable  
industrial and business development.

SHYAM GROUP is one of the fastest growing corporate empires in North India with an annual turnover of over approx. Rs. 350 crores (approx. USD \$70 Million) and under the group's umbrella is a portfolio of 11 successful ventures.

Starting with their flagship company, Shyam Bidi Works in 1973, the group is a well diversified manufacturing and service group with a constantly growing portfolio. It is among the largest bidi manufacturers (Indian Cigarettes) in the country and a force to reckon with in the FMCG sector in North India. The Group made forays into the Service Sector by venturing into hospitality business. Its hotel Kanha Shyam is today a landmark in Allahabad and is much sought-after for its luxurious accommodation, its exemplary service and its

F & B outlets. In the Real Estate sector, SHYAM GROUP made its entry by launching one of Kanpur's most prestigious housing project- Kanha Shyam Residency. SHYAM GROUP is also engaged in Distribution of SERVO lubricants from Indian Oil Corporation Limited through its vast network across UP. In the Dairy sector- Shyam Dairy is now a leading brand in North India with a production capacity of 6 lakh litres of Milk per day and several high quality products, touching the lives of more than 60000 farmers and has in its network 600 Dealers & Distributors and 6000 Retail outlets.



Mr. Vidup Agrahari, Director



Mrs. Neelima Gupta, Director



Mr. Mukesh Patel, Director



Mr. Vibhav Agrahari, Director



Mrs. Deepika Agrahari, Director



Mr. Mahesh Patel, Director

We aspire to achieve business excellence through:

- The spirit of entrepreneurship and innovation
- Optimum utilization of resources
- Sustainable environment friendly procedures and practices
- The highest ethics and standards
- Hiring, developing and retaining the best people
- Maximising returns to stakeholders
- Positive impact on the communities we touch



Mr. A.K. Rungta, Director



## CORE STRENGTHS

The group's success in all three spheres - manufacturing, distribution and service industry has put SHYAM GROUP in a unique position as one of North India's most valuable and respected corporates.

Over the years, SHYAM GROUP has built a vast network and a work force of over 40,000 people that makes our demand-supply chain and distribution system one of our biggest strengths with offices in Allahabad, Kanpur, Satna, Delhi and Kolkata and a vast network firmly in place on the ground, manufacturing units in three states and a distribution network spread across the country.

The group's tremendous growth rate and potential comes from building on a very solid, time tested corporate strategy: unmatched distribution reach, superior brand-building capabilities, effective supply chain management and acknowledged service skills.





# TOBACCO

## EXCELLENCE IN THE FIELD OF TOBACCO

The foundation of the SHYAM GROUP, this division has made the company grow into a multi crore corporate empire. The company initially started with the brand name 'Shyam Bidi.' The product profile now consists of several brands; each with its own distinct flavour, catering to local tastes.

There are 10 Bidi manufacturing units which produce 1100 crore (11000 million) bidi sticks per annum which are sold from over 5000 retail counters. These units are located in the states of Bihar, Jharkhand and West Bengal and provide employment to approx. 30,000 people, directly & indirectly. The bidis are rolled by specialised traditional bidi workers, trained in the fine art of bidi making for generations. Their time tested expertise is brought together with a team of professionals from production managers to tobacco testing agents and quality inspectors; to deliver an end product of very fine quality bidis. It's this combination of art and science, skill and management that has made Shyam Bidi, a market leader and one of the largest bidi producers in India with a market presence in the states of Uttar Pradesh, Uttaranchal, Madhya Pradesh, Chhattisgarh, West Bengal, Jharkhand, & Bihar. A vast network of one and a half lakh wholesalers and retailers caters to over twenty lakh users.



## OUR BRANDS



# HOSPITALITY



## REDEFINING COMFORT & LUXURY

Hotel Kanha Shyam, Allahabad offers a unique blend of international standards in luxury & hospitality.



### ALLAHABAD- THE CITY OF PRAYAG

For thousands of years, people have been drawn to the city of Allahabad - the ancient city of Prayag; or the city where three holy rivers - Ganga, Yamuna and Saraswati meet. The city of the Kumbh and Magh mela. And also the city where the High Court for the state of Uttar Pradesh is situated. Now, tourists and business travellers both have a comfortable and luxurious Four Star hotel to stay in, right in the heart of the city.

### YOUR LUXURIOUS ABODE

Hotel Kanha Shyam is the perfect blend of the traditional and the modern, for both the business traveller and the tourist.

**ROOMS:** Kanha Shyam offers a choice of well appointed and luxurious rooms which includes Deluxe Rooms, Club Rooms, Chambers and Suites. Each room offers all the modern conveniences and comforts.



The Patio



Jannat



Celebrity

### SETTING THE HIGHEST STANDARDS OF HOSPITALITY

**THE PATIO:** From a prolific breakfast to a power lunch and a quiet dinner, 'The Patio' welcomes you. This multi-cuisine restaurant offers a beautiful ambience its delicacies take care of varied palates and tastes.

**JANNAT:** It is the most popular Indian specialty restaurant of Allahabad. It offers its guests specially crafted extensive meals which include wide varieties of kebabs, desserts and other delicacies. It also creates a royal aura with live ghazal. The experience is lively and it touches the soul inside-out.

**CELEBRITY BAR:** A colorful mix of moods is what this place stands for. The wide range of imported and Indian wines along with a variety of cocktails, mocktails and beverages based on the varied choice of the guests are offered by skilled bartenders. Celebrity bar is an ideal place to spend long evenings with your friends and family members.



### HOST AN EVENT WITH KANHASHYAM

Hotel Kanha Shyam is an ideal place to accommodate any size and style of gatherings, like business meetings, conferences, weddings or private parties. The fully equipped conference center includes a large screen projector and wi-fi facility.

A wedding at Kanha Shyam Hotel ensures beautiful designs and concepts for each ceremony, selective choices for indoor and outdoor banquet arrangements, luxurious accommodation for your guests and an expert catering team that thrives on making every detail of the event extravagant, elegant and lively.

# FMCG

## MOTOR CYCLE DETERGENTS

### DETERGENTS & SOAPS

SHYAM GROUP launched its range of Detergents under the brand name "Motorcycle" and building on its expertise at handling FMCG, the brand is already popular in entire North India.

We have a strong dealer network in UP, MP, Uttaranchal, Jharkhand, Chattisgarh and West Bengal with over 150 Dealer Distributors, thousands of Retail Outlets and over seven and a half lakh end users.

The company's premium range of Beauty Soaps under the brand "Lamhe" is available in four lingering fragrances-Jasmine, Sandalwood, Rose & Lime.



## Baghban Agarbatti



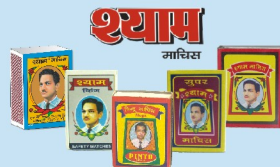
The marketing division of the group is also marketing the popular Match Stick brands of the Shyam Group-"Shyam Machis", "Shyam King Machis", "Super Shyam Machis" and "Pintoo Machis". The Incense Sticks manufactured by the company are also very popular.

A vast network of one and a half lakh wholesalers and retailers caters to over twenty lakh users and the demand keeps growing.



## Shan Shyam AGARBATTI

## Shan Shyam Hawan samagri





# DAIRY



## SHYAM

### Dairy Products

- MILK
- GHEE
- BUTTER
- PANEER
- KHOYA
- SKIMMED MILK POWDER
- BUTTER MILK
- DAIRY WHITENER



## REPUTED FOR QUALITY, HYGIENE & PURITY

The SHYAM GROUP has set up its dairy unit near Allahabad, which is the largest dairy in eastern U.P. with a processing capacity of six lakh litres of milk per day. Apart from Milk, a wide range of high quality Milk products are manufactured at this plant, under the brand name "Shyam".

The market presence is in the states of Uttar Pradesh, Uttaranchal, Madhya Pradesh, Chhattisgarh, Bihar, Jharkhand, Delhi, Rajasthan, West Bengal & Assam. The vast network involves over 60,000 farmers, 6,000 retail outlets, and 6,00 distributors.





# REAL ESTATE

## KANHA SHYAM RESIDENCY Kanpur



### LUXURY RESIDENCE AT KANPUR YOUR NEW HOME

#### NEW AGE LIVING IN KANPUR

Shyam Group has ventured into Real Estate with Kanha Shyam Residency, a Group Housing project. A place to unwind, pamper one's senses and to cocoon from the stress and demands of everyday life, Kanha Shyam Residency is a refreshing change in today's fast paced world, bringing all the conveniences to your doorstep.



#### First Time in Kanpur

Kanha Shyam Residency blends exceptional features with enhanced amenities, designed to articulate the latest international trends and offers a never before experience in every aspect. Features scarcely found in residential complexes are available at Kanha Shyam Residency and features generally available, come with enhanced standards.

Come step in and start living all over again...

Clean. Green. Serene.

For a breath of fresh air in today's high pressure life, surrender to the harmony of life at Kanha Shyam Residency. The sprawling landscaped and well manicured central lawn, in a huge complex, has been designed to offer both material comforts and natural bliss, thereby ensuring the free flow of air and light into every corner of the complex.



- Facilities:
- Swimming Pool with Kid's Corner
  - Gymnasium & Yoga Room
  - Billiards Room & Indoor Games Facilities
  - Lounge cum Library
  - Home Theatre Room
  - Toddler's Play Room
  - Community Halls
  - Provisions Store
  - 3 Tier Security
  - Power Back up



## WAREHOUSING



## COLD STORAGE

Shyam Sheetgrih was started near Allahabad. The facility benefits over a thousand traders and more than twenty thousand farmers each year.

The cold storage has a capacity of approx. three lakh sacks of potatoes in the region. Supplies from the cold storage cover the states of UP, MP, Chattisgarh and Maharashtra.

## DISTRIBUTION & LOGISTICS



## AUTOMOTIVE LUBRICANTS

### SSA of IOCL

The Shyam Group is engaged in distribution of SERVO lubricants of Indian Oil Corporation Limited.

SERVO brand, from IndianOil, is the brand leader among lubricants and greases in India and has been conferred the "Consumer Superbrand" status by the Superbrands Council of India

Our vast network which spreads across U.P., allows us to cater to 150 retail outlets and 70 distributors in 5 districts.

These are:

- Allahabad
- Chitrakoot
- Kaushambi
- Pratapgarh
- Rai Bareilly

### CFA of IOCL

The group is also the Carrying and Forwarding Agent for SERVO lubricants across all of Uttar Pradesh and parts of Uttaranchal.







## OUR PILLARS OF SUCCESS

### OUR PEOPLE

For us our employees are our major strength and a source of intellectual capital and we encourage leadership and innovation. Recognizing our team as one of the significant pillars of success, we keep our workforce cognizant of the latest industrial practices, for their personal as well as professional development. Hence, creating synergies of growth with technology & people.



Shyam Group is committed to its pursuit of social responsibility and remaining sensitive to the issues of environment protection and enrichment and development of local communities in its areas of operation.

Shyam Sewa Trust, a Charitable Trust was set up to open free schools, shelter homes and dispensaries for the economically backward and underprivileged groups.

In the pursuit of this path, the trust has been promoting sports activities, holding medical camps and organising community weddings.

For The Employees & Their Families : Facilities & Amenities  
For The Poor & Under-Privileged  
Health Check-up Camps Free Schooling  
Sponsorship of Sports. Community Weddings.  
Tree Plantation Drives. Environmentally Friendly Practices



Promoting excellence in sports



Tree Plantation



Health checkup & medicine distribution camp

SHYAM GROUP also promotes excellence in sports by sponsoring sports activities & rewarding achievers. We believe in strengthening the hands that build the nation and to nurture the resources that corroborate our vision to improve the quality of life everywhere. Regular Health Check up camps are organised regularly. The Group is dedicated to protecting the environment by adopting eco-friendly processes and activities, like : improving roads, organising tree plantation drives & maintaining parks.



## FOCUS ON THE FUTURE.

A proactive outlook, customer-centric approach and the highest quality create a competitive advantage for Shyam Group and its customers.

The Group's primary focus is the development of new products, processes and services and to offer the best value to all its stakeholders. Intensive quality control inspired by our commitment to make each product and service more efficient and more cost effective guarantees the competitive advantage.



## SHYAM GROUP

### HOTEL DIVISION:

HOTEL KANHA SHYAM  
Civil Lines, Allahabad-211001  
+91-532-2560123-132 (10 Lines)  
[www.hotelkanhashyam.com](http://www.hotelkanhashyam.com)

### DAIRY DIVISION:

SHYAM DAIRY PRODUCTS  
Dhanua, Near Chaka Block, Allahabad, U.P.  
+91-532-2684652-53  
[www.shyamdairy.com](http://www.shyamdairy.com)

### DELHI OFFICE:

A-5 Gulmohar Park, New Delhi  
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### KOLKATA OFFICE:

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