



## Company Info

**Established:**

1995 year

**Headquarters:**

Almaty city, Kazakhstan

**Active in:**

China, Russian Federation,  
Mongolia, Kyrgyzstan

**Turnover:**

1 000000 USD

**Productivity**

10000000/ liter

**Website:**

[www.obis.kz](http://www.obis.kz)

**Contact person:**

Dudchenko Alexandr

**E-mail**

adudchenko@bk.ru

## Company OBIS

Soft drink manufacturer

## Company Photo



The company is one of the five largest beverage producers in Kazakhstan. The company actively works with partners from China, has experience of participating in international exhibitions in China.



## Product 1 Info

Existing Brand: OK

Existing Markets:

China, Russian Federation,  
Mongolia, Kyrgyzstan

Target consumer:

Age: 20-40

Income: middle

Channel :  
Supermarket  
Wet Market  
Distributor

Or purely B2B, fill in  
below area

Target client:

Client's  
sector/products

Client feature

Geographic Feature

others :

## Product 1: OK Juice

- Indicative pricing: \$0.55 CPT (middle price segment)
- Packaging size: 1 litre
- Shelf life: 1 year

Produced on the line of Swiss and German production.  
Has a good value for money

On the market for over 10 years. Is a sales leader in  
China



## Product 1

Photo #1 of the product



Photo #2 of the product



Photo #3 of the product





## Product 2 Info

Existing Brand: Kvass

Existing Markets:

Russian Federation, Mongolia,  
Kyrgyzstan

Target consumer:

Age: 20-40

Income: middle

Channel :  
Supermarket  
Wet Market  
Distributor

Or purely B2B, fill in  
below area

Target client:

Client's  
sector/products

Client feature

Geographic Feature

others :

## Product 2: Kvass

- Indicative pricing: \$0.65 CPT (middle price segment)
- Packaging size: 1.2 litres
- Shelf life: 8 months

Produced on the line of Austria production. Has a good value for money

On the market for over 5 years .Great bottle shape and good taste



## Product 2

Photo #1 of the product



Photo #2 of the product





## Product 3 Info

Existing Brand: PAPA Juice

Existing Markets:

China, Russian Federation,  
Mongolia, Kyrgyzstan

Target consumer:

Age: 20-50

Income: middle

Channel :  
Supermarket  
Wet Market  
Distributor

Or purely B2B, fill in  
below area

Target client:

Client's sector/products

Client feature

Geographic Feature

others :

## Product 3: PAPA Juice

- Indicative pricing: \$0.75 CPT (middle price segment)
- Packaging size: 1.9 litres
- Shelf life: 1 year

Produced on the line German production. Has a good value for money

On the market for over 3 years. Is a sales leader in China



## Product 3

