

February 14, 2025

**THE STOCK EXCHANGE MUMBAI,**  
**Phroze Jeejeebhoy Towers,**  
**Dalai Street, Mumbai-400 011**  
**BSE Scrip Code: 531126**

**Sub: Outcome of Board Meeting held on 14<sup>th</sup> February, 2025 as per Regulation 30 & 33 of the SEBI (LODR) Regulation, 2015**

**Dear Sir /Madam,**

In compliance with the provisions of Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we would like to inform you that the Board of Directors of the Company at its meeting held today i.e February 14, 2025 at the corporate office of the Company, inter-alia:

1. Considered and Approved the Consolidated and Standalone Un-audited Financial Results of the Company for the quarter ended 31<sup>st</sup> December, 2024 along with the limited Review Report issued by the Auditors of the Company, in respect of the aforesaid Unaudited Financial Results.
2. Based on the recommendation of Nomination and Remuneration Committee, the board hereby approved Kati Patang Lifestyle Employee Stock Option Scheme – 2025 (“**Scheme**”)

Further pursuant to Regulation 33 of SEBI (LODR) Regulations, 2015, a copy of the aforesaid Un-Audited Financial Results for the quarter ended 31<sup>st</sup> December, 2024 along with Limited Review Report are enclosed herewith for your kind perusal.

**The Board meeting commenced at 05:00 p.m. and concluded at 06:45 p.m.**

The results will be published in the Newspapers as per the requirement of the Listing Agreement. This is submitted for your kind information and records.

Thanking you,

Yours faithfully,

**For Kati Patang Lifestyle Limited**  
**(formerly Known as VirtualSoft Systems Limited)**

**Mukta Ahuja**  
**(Company Secretary & Compliance Officer)**  
**ACS-49501**

**KATI PATANG LIFESTYLE LIMITED**  
(Formerly known as "VIRTUALSOFT SYSTEMS LIMITED")  
Regd. Off: S-101 Panchsheel Park, New Delhi - 110017  
PHONE No. 011-42701491  
www.iamkatipatang.com  
CIN: L72200DL1992PLC047931

**Statement of Standlone Un-Audited Financial Results for the quarter and nine months ended December 31, 2024**

(Amount in lakhs except earnings per share data)

PARTICULARS	Quarter ended			Nine month ended		Year ended
	31.12.2024 (Un-Audited)	30.09.2024 (Un-Audited)	31.12.2023 (Un-Audited)	31.12.2024 (Un-Audited)	31.12.2023 (Un-Audited)	31.03.2024 (Audited)
<b>1. Income from Operations</b>						
a. Net Sales/ Revenue from operation	30.00	30.00	30.00	87.00	70.50	138.73
b. Other Income	0.11	78.58	-	78.69	-	0.70
<b>Total Income (a+b)</b>	<b>30.11</b>	<b>108.58</b>	<b>30.00</b>	<b>165.69</b>	<b>70.50</b>	<b>139.43</b>
<b>2. Expenses</b>						
a. Cost of material consumed	-	-	-	-	-	-
b. Purchases	27.50	27.80	20.06	78.90	47.08	113.55
c. Change in the inventories of Finished Goods, WIP and SIT	-	-	-	-	-	-
d. Employee benefit expenses	13.98	10.48	12.98	36.29	38.67	53.94
e. Financial cost	-	-	-	-	-	-
f. Depreciation & amortisation expenses	0.56	0.74	-	1.30	-	1.57
g. Other expenditure	20.11	66.22	14.38	102.73	49.89	81.57
<b>Total Expenses</b>	<b>62.15</b>	<b>105.24</b>	<b>47.42</b>	<b>219.23</b>	<b>135.64</b>	<b>250.63</b>
<b>3. Profit/(Loss) before Exceptional items and Extraordinary items and TAX (1-2)</b>	<b>(32.04)</b>	<b>3.34</b>	<b>(17.42)</b>	<b>(53.54)</b>	<b>(65.14)</b>	<b>(111.20)</b>
4. Exceptional items	-	-	-	-	-	-
<b>5. Profit/(Loss) before Extraordinary Items and tax (3-4)</b>	<b>(32.04)</b>	<b>3.34</b>	<b>(17.42)</b>	<b>(53.54)</b>	<b>(65.14)</b>	<b>(111.20)</b>
6. Extraordinary items	-	-	-	-	-	-
<b>7. Profit/(Loss) before Tax (5-6)</b>	<b>(32.04)</b>	<b>3.34</b>	<b>(17.42)</b>	<b>(53.54)</b>	<b>(65.14)</b>	<b>(111.20)</b>
<b>8. TAX Expenses</b>						
Current Tax	-	-	-	-	-	-
Deferred Tax	-	-	-	-	-	-
<b>Total Tax Expenses</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>9. Net Profit/(Loss) for the period (7-8)</b>	<b>(32.04)</b>	<b>3.34</b>	<b>(17.42)</b>	<b>(53.54)</b>	<b>(65.14)</b>	<b>(111.20)</b>
<b>10. Other Comprehensive income/(Loss)</b>						
(a) Items that will not be reclassified to profit and loss in subsequent period, net of tax	-	-	-	-	-	-
(b) Items that will be reclassified to profit and loss in subsequent period, net of tax	-	-	-	-	-	-
(c) Remeasurements of post-employment benefit obligations	-	-	-	-	-	(1.41)
<b>Other Comprehensive income/(Loss) for the period ( Net of Tax Expense)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(1.41)</b>
<b>11. Total Comprehensive income for the period (9+10)</b>	<b>(32.04)</b>	<b>3.34</b>	<b>(17.42)</b>	<b>(53.54)</b>	<b>(65.14)</b>	<b>(112.61)</b>
<b>12. Weighted average No. of equity shares</b>	<b>2,18,32,140</b>	<b>1,98,15,676</b>	<b>1,02,97,600</b>	<b>2,18,32,140</b>	<b>1,02,97,600</b>	<b>1,02,97,600</b>
<b>Weighted average of No. of equity shares including potential shareholders</b>	<b>2,19,61,228</b>	<b>2,04,97,211</b>	<b>1,02,97,600</b>	<b>2,19,61,228</b>	<b>1,02,97,600</b>	<b>1,02,97,600</b>
<b>13. Earning Per Share before and alter extraordinary Items (from Continuing Operations)</b>						
(of Rs. 10/- each )						
As per books	5.64	(27.13)	(26.97)	(21.49)	(48.85)	(111.20)
Adjusting factor	(37.68)	30.47	9.56	(32.04)	(16.29)	(1.41)

**NOTES:**

- 1) The above results were considered and taken on record by the board of directors in their meeting held on 14.02.2025.
- 2) Previous year figures has been re-classified & regrouped whenever necessary to confirm to the current year's classification.
- 3) As required under Regulation 33 of SEBI ( Listing Obligation & Disclosures requirements) Regulation 2015, completed and unmodified report forwarded to BSE Ltd. The said report does not have any impact on the above results.
- 4) Number of complaints received and disposed during the quarter - NIL and number of complaints lying unresolved at the commencement and end of quarter-NIL
- 5) The amount of depreciation and audit fee provisionally provided in the financial statements ended on December 31, 2024.
- 6) the Company had acquired 98% equity shares of Emphyrean Spirits Private Limited ("ESPL"), a beer manufacturing company known under the brand name of Kati Patang, through swap of equity shares with the Company ("Swap of Shares Transaction"), making ESPL a wholly owned subsidiary of the Company

Gokul Naresh Tandan



Managing Director

New Delhi  
Dated 14/02/2025

**KATI PATANG LIFESTYLE LIMITED**  
(Formerly known as "VIRTUALSOFT SYSTEMS LIMITED")  
Regd. Off: S-101 Panchsheel Park, New Delhi - 110017  
PHONE No. 011-42701491  
www.iamkatipatang.com  
CIN: L72200DL1992PLC047931

**Statement of Consolidated Un-Audited Financial Results for the quarter and nine months ended December 31, 2024**

PARTICULARS	(Amount in lakhs except earnings per share data)					
	Quarter ended			Nine month ended		Year ended
	31.12.2024 (Un-Audited)	30.09.2024 (Un-Audited)	31.12.2023 (Un-Audited)	31.12.2024 (Un-Audited)	31.12.2023 (Un-Audited)	31.03.2024 (Audited)
<b>1. Income from Operations</b>						
a. Net Sales/ Revenue from operations						
Revenue from Digital Services <sup>7)</sup>	30.00	(50.53)	83.72	87.00	309.81	511.82
Revenue from Alcohol and Beer	404.48	412.87	-	817.35	-	-
b. Other Income	1.95	78.58	-	80.53	1.07	2.39
<b>Total Income (a+b)</b>	<b>436.43</b>	<b>440.92</b>	<b>83.72</b>	<b>984.88</b>	<b>310.88</b>	<b>514.21</b>
<b>2. Expenses</b>						
a. Cost of material consumed	-	-	-	-	-	-
b. Purchases	332.85	232.27	52.65	639.92	147.64	227.91
c. Change in the inventories of Finished Goods, WIP and SIT	(48.65)	(5.48)	-	(54.12)	-	-
d. Employee benefit expenses	60.73	48.50	75.01	169.90	201.64	275.08
e. Financial cost	16.71	17.29	(0.30)	36.50	6.77	9.22
f. Depreciation & amortisation expenses	5.49	8.56	-	14.05	-	15.79
g. Other expenditure	223.23	174.80	42.34	446.51	145.03	226.79
<b>Total Expenses</b>	<b>590.36</b>	<b>475.94</b>	<b>169.70</b>	<b>1,252.76</b>	<b>501.08</b>	<b>754.79</b>
<b>3. Profit/(Loss) before Exceptional items and Extraordinary items and TAX (1-2)</b>	<b>(153.93)</b>	<b>(35.01)</b>	<b>(85.98)</b>	<b>(267.88)</b>	<b>(190.20)</b>	<b>(240.58)</b>
4. Exceptional items	-	-	-	-	-	-
<b>5. Profit/(Loss) before Extraordinary Items and tax (3-4)</b>	<b>(153.93)</b>	<b>(35.01)</b>	<b>(85.98)</b>	<b>(267.88)</b>	<b>(190.20)</b>	<b>(240.58)</b>
6. Extraordinary items	-	-	-	-	-	-
<b>7. Profit/(Loss) before Tax (5-6)</b>	<b>(153.93)</b>	<b>(35.01)</b>	<b>(85.98)</b>	<b>(267.88)</b>	<b>(190.20)</b>	<b>(240.58)</b>
<b>8. TAX expense</b>						
Current Tax	-	-	-	-	-	-
Deferred Tax	-	0.50	-	0.50	-	-
<b>Total Tax expense</b>	<b>-</b>	<b>0.50</b>	<b>-</b>	<b>0.50</b>	<b>-</b>	<b>-</b>
<b>9. Net Profit/(Loss) for the period (7-8)</b>	<b>(153.93)</b>	<b>(35.51)</b>	<b>(85.98)</b>	<b>(268.38)</b>	<b>(190.20)</b>	<b>(240.58)</b>
Less: Share of Minority in Loss	(3.89)	19.73	(24.80)	(4.29)	(46.52)	(48.13)
Less: Pre acquisition profits (Capital Profits)	(36.65)	-	-	(109.85)	-	-
<b>Net Profit/(Loss) for the period after adjusting minority interest</b>	<b>(113.39)</b>	<b>(55.24)</b>	<b>(61.18)</b>	<b>(154.24)</b>	<b>(143.67)</b>	<b>(192.45)</b>
<b>10. Other Comprehensive income/(Loss)</b>						
(a) items that will not be reclassified to profit and loss in subsequent period, net of tax	-	-	-	-	-	-
(b) Items that will be reclassified to profit and loss in subsequent period, net of tax	-	-	-	-	-	-
(C) Remeasurements of post-employment benefit obligations	-	-	-	-	-	(3.70)
<b>Other Comprehensive income/(Loss) for the period ( Net of Tax expense)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>(3.70)</b>
<b>11. Total Comprehensive income for the period (9+10)</b>	<b>(113.39)</b>	<b>(55.24)</b>	<b>(61.18)</b>	<b>(154.24)</b>	<b>(143.67)</b>	<b>(196.15)</b>
<b>12. Weighted average No. of equity shares</b>	2,18,32,140	1,98,15,676	1,02,97,600	2,18,32,140	1,02,97,600	1,02,97,600
<b>Weighted average of No. of equity shares including potential shareholders</b>	2,19,61,228	2,04,97,211	1,02,97,600	2,19,61,228	1,02,97,600	1,02,97,600
<b>13. Earning Per Share before and alter extraordinary Items (from Continuing Operations)</b>						
(of Rs. 10/- each )						
(a) Basic (Rs.)	(0.52)	(0.28)	(0.59)	(0.71)	(1.40)	(1.90)
(b) Diluted (Rs.)	(0.52)	(0.27)	(0.59)	(0.70)	(1.40)	(1.90)

**NOTES:**

- The above results were considered and taken on record by the board of directors in their meeting held on 14.02.2025.
- Previous year figures has been re-classified & regrouped whenever necessary to confirm to the current year's classification.
- As required under Regulation 33 of SEBI ( Listing Obligation & Disclosures requirements) Regulation 2015, completed and unmodified report forwarded to BSE Ltd. The said
- Number of complaints received and disposed during the quarter - NIL and number of complaints lying unresolved at the commencement and end of quarter-NIL
- The amount of depreciation and audit fee provisionally provided in the financial statements ended on December 31, 2024.
- The Company had acquired 98% equity shares of Emphyrean Spirits Private Limited ("ESPL"), a beer manufacturing company known under the brand name of Kati Patang, through swap of equity shares with the Company ("Swap of Shares Transaction"), making ESPL a wholly owned subsidiary of the Company
- In the September quarter of 2024, digital revenue is negative due to the adjustment of former subsidiary Roam1 Telecom Limited 's revenue related to digital services. This adjustment reflects the fact that ROAM1 ceased to be be of revenue from the Alcohol and Beer Business.

**Gokul Naresh Tandan**



New Delhi

Dated 14/02/2025

**Managing Director**

**Independent Auditor's Limited Review Report**

**Independent Auditor's Limited Review Report on Unaudited Standalone Financial Results of the Company for the Quarter and nine months ended on 31<sup>st</sup> December 2024 pursuant to the Regulation 33 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.**

To  
The Board of Directors  
KATI PATANG LIFESTYLE LIMITED  
(Formerly known as "VIRTUALSOFT SYSTEMS LIMITED")  
New Delhi

Dear Sir,

1. We have reviewed the accompanying statement of unaudited standalone financial results of KATI PATANG LIFESTYLE LIMITED ("The Company") for the quarter ended 31<sup>st</sup> December 2024 (the "Statement") attached herewith being submitted by the company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").
2. This statement, which is the responsibility of the Company's Management and approved by the Board of Directors of Company, has been prepared in accordance with the recognition and measurement principals laid down in Indian Accounting Standard 34 (Ind AS 34) "Interim Financial Reporting prescribed under section 133 of the Companies Act, 2013 as amended read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a conclusion on these financial statements based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of



India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standard on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit.

Accordingly, we do not express an audit opinion.

4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

**5. Emphasis of Matter**

We invite attention on the below points while considering the attached unaudited financial results of the company:

- i) It is to be noted that pursuant to the approval of the board of directors and the members of the Company in the meeting held on June 25, 2024, and July 25, 2024, respectively, the Company had acquired 98% equity shares of Emphyrean Spirits Private Limited ("ESPL"), a beer manufacturing company known under the brand name of Kati Patang, through swap of equity shares with the Company ("Swap of Shares Transaction"), making ESPL a wholly owned subsidiary of the Company.
- ii) The company has also disinvested its entire investment of 15,95,000 equity shares of Face Value of INR 10/- each in Roam1 Telecom Limited, which was a material subsidiary company, to its director. Such disinvestment will amount to sale of substantial interest in undertaking by the Company.



- iii) That the name of the company has been changed from VIRTUALSOFT SYSTEMS LIMITED to KATI PATANG LIFESTYLE LIMITED with effect from 24<sup>th</sup> December 2024 and that the company is Company limited by shares. Company was originally incorporated with the name VIRTUALSOFT SYSTEMS LIMITED.
- iv) As communicated to us during the limited review, the company has undergone such structural changes with the aim of entering the liquor business through its newly acquired subsidiary, Empyrean Spirits Private Limited ("ESPL"). The focus is on improving both top-line and bottom-line margins over time.

**For Rajesh Raj Gupta & Associates LLP**

**Chartered Accountants**

Firm Registration Number: 026338N/N500357

*Manoj*

Manoj Kumar

Partner

Membership no.: 521409



Place: New Delhi

Date: 14-02-2025

**UDIN: 25521409BMNTCQ6657**

**Independent Auditor's Limited Review Report**

**Independent Auditor's Limited Review Report on Unaudited Consolidated Financial Results of the Company for the Quarter and nine months ended on 31<sup>st</sup> December 2024 pursuant to the Regulation 33 of The SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.**

To  
The Board of Directors  
KATI PATANG LIFESTYLE LIMITED  
(Formerly known as "VIRTUALSOFT SYSTEMS LIMITED")  
New Delhi

1. We have reviewed the accompanying statement of unaudited consolidated financial results of KATI PATANG LIFESTYLE LIMITED ("The Company") comprising its subsidiary (together referred to as "the Group") for the quarter and nine months ended 31<sup>st</sup> December 2024 (the "Statement") attached herewith being submitted by the company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended (the "Listing Regulations").
2. This statement, which is the responsibility of the Holding Company's Management and approved by the Board of Directors of Company, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 (Ind AS 34) "Interim Financial Reporting prescribed under section 133 of the Companies Act, 2013 as amended read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a conclusion on these financial statements based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other



review procedures. A review is substantially less in scope than an audit conducted in accordance with Standard on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit.

Accordingly, we do not express an audit opinion.

4. The statement includes the results of following entities:

- a. Empyrean Spirits Private Limited (“ESPL”) (**subsidiary company**)
- b. Kati Patang Limited (UK) (**Foreign subsidiary company of ESPL**)

5. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable Indian accounting standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

6. **Emphasis of Matter**

We invite attention on the below points while considering the attached unaudited financial results of the company:

- i) It is to be noted that pursuant to the approval of the board of directors and the members of the Company in the meeting held on June 25, 2024, and July 25, 2024, respectively, the Company had acquired 98% equity shares of Empyrean Spirits Private Limited (“ESPL”), a beer manufacturing company known under the brand name of Kati Patang, through swap of equity shares with the Company (“Swap of Shares Transaction”), making ESPL a wholly owned subsidiary of the Company.
- ii) The company has also disinvested its entire investment of 15,95,000 equity shares of Face Value of INR 10/- each in Roam1 Telecom Limited, which was a material subsidiary company, to its director. Such disinvestment will amount to sale of substantial interest in undertaking by the Company.
- iii) While allocating segment wise revenue to the consolidated income statement, In the September quarter of 2024, digital revenue is negative due to the adjustment of





former subsidiary Roam1 Telecom Limited 's revenue related to digital services. This adjustment reflects the fact that ROAM1 ceased to be a subsidiary during the September quarter. Additionally, Emphyrean Spirits Pvt. Ltd. became a subsidiary as of the September quarter reporting, leading to the consolidation of revenue from the Alcohol and Beer Business, refer Note No.7 to the financial statements/results.

**For Rajesh Raj Gupta & Associates LLP**

**Chartered Accountants**

Firm Registration Number: 026338N/N500357

*Manoj*

Manoj Kumar

Partner

Membership no.: 521409



Place: New Delhi

Date: 14-02-2025

**UDIN: 25521409BMNTR1336**



**WELCOME TO THE  
KATI PATANG LIFE**

# DISCLAIMER

This presentation includes forward-looking statements regarding the business, financial performance, strategy, and outcomes of Kati Patang Lifestyle Limited, as well as the industry it operates in. These statements are subject to risks, uncertainties, and assumptions, which may cause actual results to differ from those expressed or implied. Factors such as changes in economic, political, regulatory, or market conditions could affect the accuracy of these statements. Kati Patang Lifestyle Limited, its affiliates, advisors, representatives, subsidiary undertakings, officers, or employees do not guarantee the accuracy of the assumptions underlying these forward-looking statements, nor do they guarantee the future accuracy of the statements or the occurrence of forecasted developments. The company assumes no obligation to publicly amend, modify, or revise any forward-looking statements based on subsequent developments, information, or events. Given these uncertainties, viewers are advised not to overly rely on these forward looking statements

# WHEN FREEDOM TAKES FLIGHT

KATI PATANG (Kuh-ti-Puh-Tuh-ng) is a Hindi phrase for a free, unfettered kite. Our award-winning brews blend unique ingredients with traditional recipes for an unforgettable tease of the palette



# **KATI PATANG** **LIFESTYLE**

**BSE LISTED | KATIPATANG | 531126 | INE237C01016**

**A BSE-LISTED COMPANY (MAIN BOARD) THAT OWNS A VIBRANT PREMIUM BEER BRAND KATI PATANG AND ITS ASSOCIATED LABELS SUCH AS SAFFRON LAGER, SNAPPY WHEAT, ZESTY AMBER, BAREILLY BOLD ETC. THROUGH ITS 98% OWNED SUBSIDIARY, EMPYREAN SPIRITS PVT. LTD.**

**THE BRAND BOASTS AN ARRAY OF AWARD-WINNING BEER STYLES CRAFTED WITH UNIQUELY INDIAN INGREDIENTS SUCH AS SAFFRON, TURMERIC, GINGER, AND PEPPERCORN. KATI PATANG IS AVAILABLE IN INDIA, UK AND THE US**

# KPL VISION

**Be India's first homegrown, listed alco-bev and lifestyle platform managed by professionals which will incubate other complementary businesses (both Indian and International) with premium products and experiences**

# PORTFOLIO: FAMILIAR TO THE PALETTE YET UNIQUE

## ZESTY AMBER



Complex yet smooth ale with light citrus notes

## SNAPPY WHEAT



Crisp wheat character blended with organic Indian spices

## SAFFRON LAGER



Refreshing and clean lager gently steeped in Saffron from Pampore, Kashmir

## BAREILLY BOLD



Strong, bold lager eased with the earthiness of Palash, state flower of UP

## BAREILLY EXTRA BOLD



Extra strong avatar of Bareilly Bold

MILD

STRONG

ABV

4.6%

4.6%

4.6%

6.5%

8%

Innovation

HIGH

HIGH

HIGH

MODERATE

LOW

The only bottled Amber Ale in India  
Won Silver at BIBC, Berlin

An original "Indian" witbier  
Won Silver at BIBC, Berlin

Saffron used for the first time to bring the earthy notes in the flavor notes. Won GOLD at NYIBC

Palash flowers add slight muskiness in the beer

Mass appeal strong lager

Presence

DOMESTIC

DOMESTIC

DOMESTIC, INT: US

INT: US

DOMESTIC

INT: UK (gluten-free version)

# DIFFERENTIATION DRIVERS

## GLOBAL INDIAN BRAND

We are unapologetically Indian and are proudly the first premium beer brand with an Indian name.

We cater to a global audience. Our aesthetics speak to millennials and Gen Zs across the world.



## FAMILIAR YET UNIQUE PRODUCTS

Our brews are never me-too. Traditional recipes swirled with fine but unique ingredients. Ideated and rooted in India for a global appeal.



## CULT BRAND WITH AN EVOCATIVE IDENTITY

Branding anchored on the deepest human need: Freedom.

All aspects of branding (illustration, story, merchandise, events) - are crafted to build the community that celebrated the creative side in each and every one of us







# OUR TRIBE

The non-conformist free-spirited soul. The Millennials and Gen Zs who regularly pour their hearts out into their passions. The thinkers, tinkerers, dreamers and beer buffs.

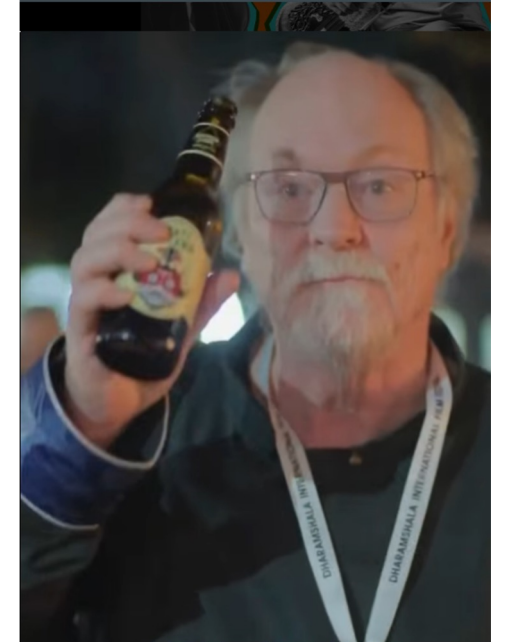
...@ GAIA MUSIC FESTIVAL



...CRICKET



...@ **DIF** DHARAMSHALA INTERNATIONAL FILM FESTIVAL



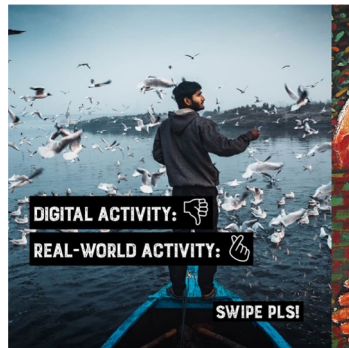
# Connecting Creatively

**SOCIAL MEDIA, EVENTS, COLLABORATIONS. EVERY PLATFORM, A STAGE FOR OUR SYMPHONY OF FREEDOM.**

...FOOTBALL



GET OUT & GET REAL



WITH FOOD...



...AND FOODIES



...KARAOKE



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# INDIA'S FIRST PLATFORM TO GIVE "EXPERIMENTS THE SPOTLIGHT"

KATI PATANG TRIAL ROOM is a platform for **discovery**—a stage for promising subcultures to thrive, and for untapped talent to take the spotlight.

It's where the community steps outside their comfort zones to explore new ideas, share unique talents, and forge meaningful connections—all while enjoying Kati Patang brews and thematic experiences.

## Stage 1: POC: Kati Patang Trial Room VOL 1: 2021

Brought together an eclectic mix of indie-musicians in Mumbai and enabled a creative environment to foster fresh new tunes and musical ideas. Five independent musicians came together to record their songs in a studio which were released as an album "Kati Patang Trial Room Volume 1" in October 2021 on all the major music streaming platforms such as YouTube, Spotify, and Instagram.

## Stage 2: Kati Patang Trial Room LIVE: 2024 (Delhi)

Prabh Deep, the popular rapper, departed from his signature high-energy hip-hop set, and instead did an intimate, acoustic version where he collaborated with **Vasu Raina**, mimicking a jam session in a cozy living room setting.

## Moving Forward



**A Standalone  
"Experience" IP  
being built offline  
and over Youtube**

# IN THE LIMELIGHT: AWARDS AND ACCOLADES

## INTERNATIONAL



Berlin



Berlin



New York



Las Vegas



## INDIA



Business



Industry



Digital



Industry



Industry



# BREWING EXCELLENCE: FEATURED ACROSS VARIOUS PUBLICATIONS

VOGUE  
INDIA

“10 Indian craft beers to beat the heat with this year”

Condé Nast  
Traveller

“Made in India: Raise a toast to these 9 Indian beer brands”

GQ

“6 Indian beers that you need to get your hands on”

FE Leisure FINANCIAL EXPRESS.com

“Indian brands that are heralding beer revolution”

TatlerAsia

“21 Of The Most Exciting Craft Beer Brands Brewing In Asia”

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“Indian beers that you need to get your hands on”

#

“9 of The Best Beer Brands In India”.

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Connecting the ecosystem for beer, spirits and wine industry in India

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Glens & Tonics

## Following listing, beer maker Kati Patang plans to acquire and incubate small alcohol businesses to expand

Varun Khosla  
varun.k@livemint.com  
NEW DELHI

**K**ati Patang Lifestyle, a maker of craft beer that recently listed on the exchanges through a share swap, plans to scale up operations and become an incubator by adding small alcohol businesses to its portfolio. The New Delhi-based company will expand its business, both organically and inorganically, in the next two years, co-founder Shantanu Upadhyay told *Mint*.

The company acquired a stake in the owner of a UK brewery last month and will look to acquire and incubate domestic and international brands to foster the expansion while also growing its own brands.

Kati Patang Lifestyle has raised ₹25 crore year-to-date and an additional ₹10 crore from existing investors from a share-swap deal.

"In India, we've noted that the route to market for beer companies is primarily through selling strong beer. While we sell that, our focus has been primarily on creating brands. We too have a strong beer, but that is also on the premium end of the market," Upadhyay said.

"Generally, beer brands end up burning a lot of cash because of high excise duties coupled with heavy discounting. But we started our craft beer retail journey in 2018 and generally want to remain at the most premium end of the market with our beers priced around ₹150-180 a pint in a state like Delhi," he said.

About 75% of the company's business comes from retail sales and the remaining is from hotels and restaurants. The company expects to cross ₹15 crore of net revenue by the end of FY25. Its beers are available



Kati Patang Lifestyle acquired a 23% stake in Chadkp Holdings for ₹300,000 to expand its business in the UK market. [@IAMKATIPATANG](#)

in Delhi, Punjab and Himachal Pradesh. It has just started in Haryana and will enter Chhattisgarh and Daman and Diu in the coming months.

"This fiscal, we will cross 150,000 beer case volumes and will look to double this by FY26. Our net revenue in FY26 should cross ₹45-50 crore on the back of organic growth. We should also be able to triple our volumes by FY26. Inorganic growth will be over and above the beer business. This will help as there is a huge premium in the capital markets for brands that will promise growth over the next few years," Upadhyay said.

**Kati Patang has raised ₹25 cr year-to-date and additional ₹10 cr from existing investors from a share-swap deal**

Kati Patang was founded in 2018 with a majority of its production from Bhutan. The company specialises in using Indian ingredients such as saffron, turmeric, ginger, and peppercorn in its beers.

It has five variants including Zesty Amber, which is a take on an American Amber ale, a wheat beer, Saffron Lager, and Bareilly Bold, which is a strong beer. Today, part of the company's production comes from Solan in Himachal Pradesh, where it took up a contract manufacturing facility in 2020.

Today, its strong beer and one type of lager are made in India. In December, the company

initiated a share-swap deal with VirtualSoft Systems Ltd, a listed company that then changed its name to Kati Patang Lifestyle Ltd. VirtualSoft was founded by Gokul Tandan and the company's other promoter is Forest Essentials' executive director Samrath Bedi. Both are early investors in Kati Patang.

"We wanted to go to the capital markets with the intent of raising 'patient' capital to help the company in its growth cycle and believe in its long-term vision. We were lucky to find such investors in our early years. In the process of listing our business at the stock exchange, we also cleaned up the balance sheet by swapping debt with equity and raised an additional ₹10 crore from existing investors to drive near-term growth," said Upadhyay, who is also the chief executive of Kati Patang Lifestyle.

Kati Patang Lifestyle's wholly owned unit Emphyrean Spirits Pvt. Ltd, through its UK subsidiary Kati Patang, acquired a 23% stake in Chadkp Holdings Ltd for ₹300,000 to expand its business in the UK market. The deal closed on 24 December.

Chadkp owns Chadlington Brewery and The Tite Inn in Chadlington.

Kati Patang Ltd UK signed a three-year licensing agreement to brew its gluten-free Saffron Lager at its brewery.

For an extended version of this story, go to [livemint.com](#)



## Kati Patang Shines At The New York International Beer Competition, Securing Gold For Saffron Lager And Honoured As "India Brewery Of The Year"



Kati Patang, a trailblazer in the Indian craft beer movement, has achieved remarkable recognition at the **New York International Beer Competition (NYIBC)**, winning a **Gold Medal** for its **Saffron Lager** and the esteemed title of **"India Brewery of the Year."** This significant accomplishment underscores Kati Patang's dedication to quality and innovation while highlighting the growing prominence of Indian craft beer on the global stage.

The NYIBC is renowned for being the only international beer competition judged solely by real trade buyers through a rigorous blind-tasting process. With over 700 submissions from more than 15 countries across 30 categories, the competition prides itself on its esteemed judging panel, which includes cicerones, sommeliers, beer bar owners, retail store buyers, distributors, and importers. This ensures that each entry is evaluated without brand biases, allowing for a fair assessment of quality and craftsmanship.

Kati Patang's Saffron Lager is a light-bodied golden lager that surprises with its distinctive taste. Brewed with authentic ingredients, this clean and crisp beer features subtle notes of saffron sourced from Kashmir, which enhance its flavor profile and create a lingering finish. Ideal for any occasion, Saffron Lager embodies the spirit of innovation that Kati Patang champions.

Kati Patang's Gold Medal win is a testament to its unwavering commitment to producing exceptional craft beers that resonate with consumers' evolving tastes. The brand has consistently pushed the boundaries of flavor innovation while honoring traditional brewing techniques. "Winning at NYIBC validates our mission to redefine craft beer in India," said **Lata Upadhyay, co-founder of Kati Patang**. "This accolade reflects not just our hard work but also our passion for creativity and freedom in brewing."

The recognition as "India Brewery of the Year" further solidifies Kati Patang's position as a leader in the burgeoning Indian craft beer movement. As more consumers seek unique and high-quality beer options, Kati Patang stands at the forefront, inspiring a new generation of beer enthusiasts and brewers alike.

Kati Patang's success at NYIBC comes at a time when the Indian craft beer scene is gaining momentum both domestically and internationally. With an increasing number of breweries emerging across the country, Kati Patang is proud to be part of this vibrant community that champions local ingredients and innovative brewing methods. The brand's ethos revolves around celebrating individuality and creativity, encouraging others in the industry to explore new horizons.

"Receiving top honors at NYIBC resonates strongly among current and potential partners worldwide," **Shantanu Upadhyay, co-founder of Kati Patang** added. "It opens doors for collaboration and showcases India's potential in the craft beer landscape. We believe that this recognition will inspire more breweries in India to strive for excellence and push creative boundaries."

As Kati Patang celebrates this monumental achievement, it remains committed to its core values of quality, innovation, and community engagement. The brand plans to leverage this recognition to expand its reach both in India and abroad, promoting the rich diversity of Indian craft beers.

### About Kati Patang

Kati Patang began its journey with a passion for craft beer and a desire to share India's rich flavors with the world. Today, the brand boasts an array of award-winning beers crafted with uniquely Indian ingredients such as saffron, turmeric, ginger, and peppercorn. With accolades from the Berlin International Beer Competition and a growing international presence, Kati Patang continues to redefine what Indian beer can be.

Kati Patang Lifestyle, a BSE Listed company is the proud owner of Kati Patang, one of India's most celebrated craft beer brands

Learn more at: <https://katiapatang.com>

Instagram Link: <https://www.instagram.com/iambkatiapatang/?hl=en>



## Kati Patang expands into the UK with acquisition of 23% stake in ChadKP Holdings

The strategic partnership with Chadlington Brewery and The Tite Inn, located in the picturesque Cotswolds, is a key step in Kati Patang's ambition to expand its global presence.

ETHospitalityWorld  
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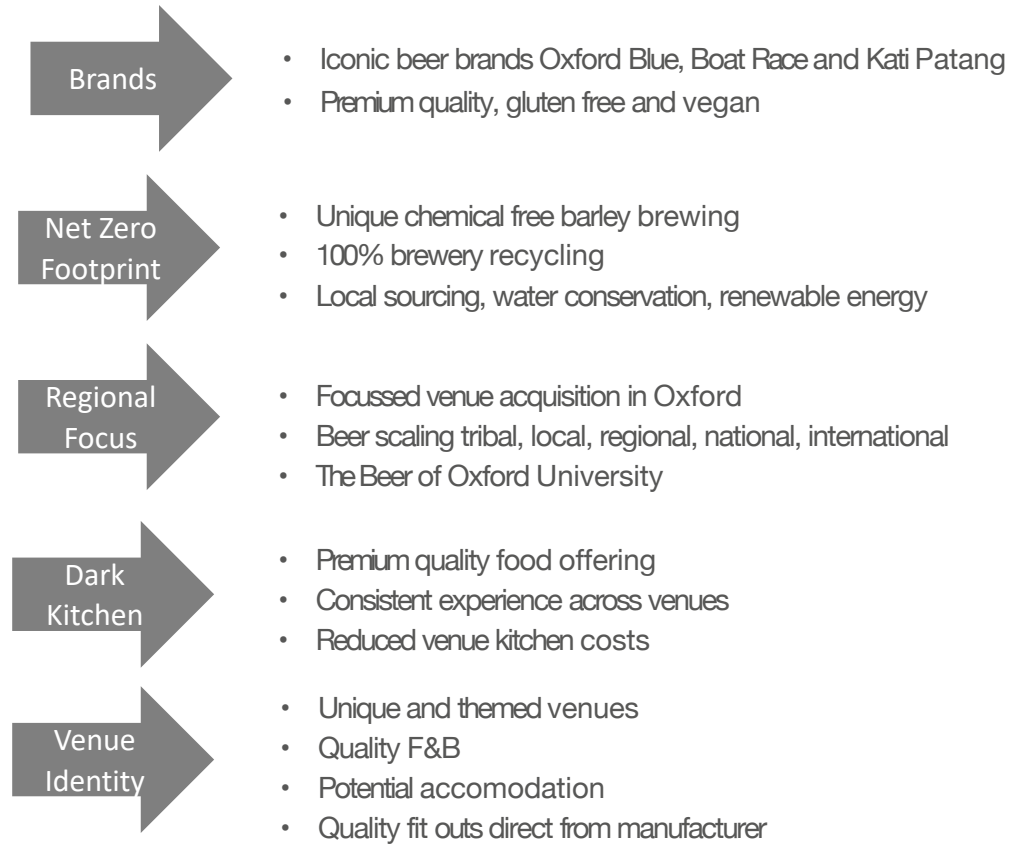
Read by:  
673 Industry Professionals

Kati Patang Lifestyle Limited, has made a significant move into the UK market by acquiring a 23 percent stake through its UK subsidiary in CHADKP HOLDINGS LIMITED, the parent company of Chadlington Brewery and The Tite Inn, Oxford. In addition to the acquisition, Kati Patang Ltd has entered into a three-year licensing agreement to brew its iconic gluten-free Saffron Lager at Chadlington Brewery.

This investment marks the beginning of a new chapter for Kati Patang, one of India's most celebrated premium beer brands. The strategic partnership with Chadlington Brewery and The Tite Inn, located in the picturesque Cotswolds, is a key step in Kati Patang's ambition to expand its global presence. The collaboration is set to redefine the premium beer segment in the UK and European markets, blending the strengths of all three entities.

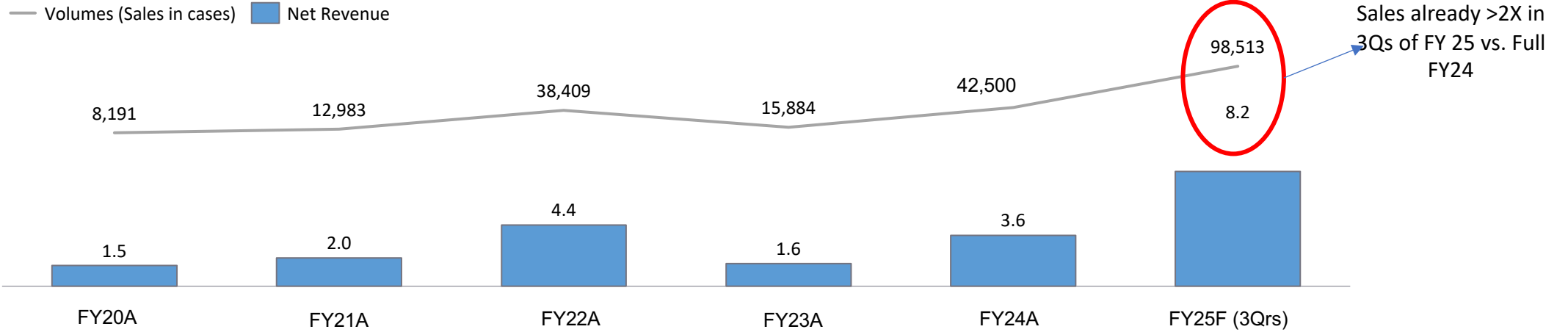
Kati Patang is renowned for its innovative approach to creating premium, India-inspired beers. Chadlington Brewery, celebrated for its award-winning beers brewed with pure Oxfordshire spring water, is known for its vegan-friendly ethos and high-quality production. The Tite Inn Chadlington, a historic pub with deep roots in the community, will serve as an ideal setting for this collaboration, combining the best of British brewing heritage with the unique flavours of India.

# HAVE A STRATEGIC STAKE IN UK'S FIRST NET ZERO BREWERY/PUB

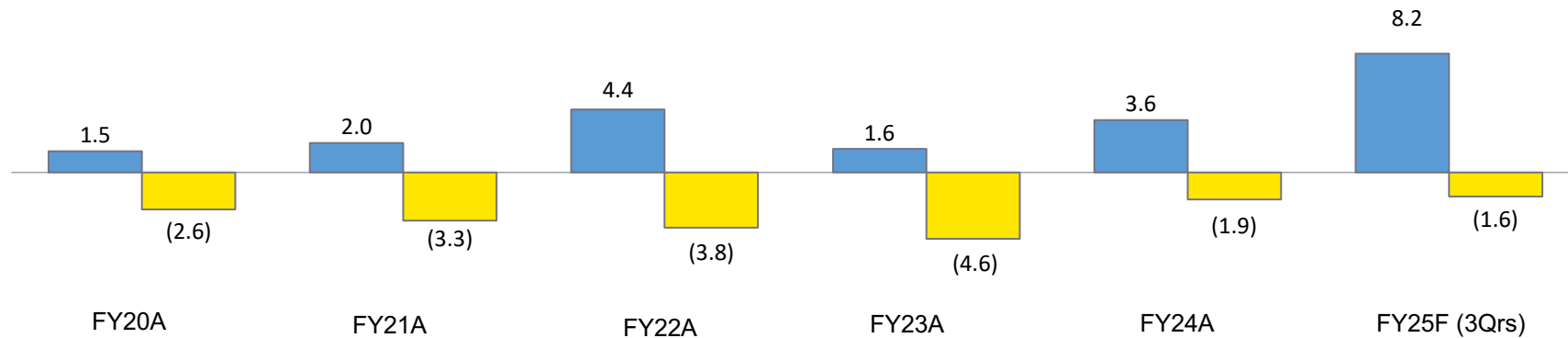


# PRIMED FOR RAPID SCALE-UP WITH PATH TO PROFITABILITY

## Net Revenue and Volume: FY20 – FY25 (Apr-Dec 2024)\*



## Net Revenue and EBITDA : FY20 – FY25 (Apr-Dec 2024)\*



\*The numbers are from audited P&L of Empeyan Spirits Limited only for sharper comparison over years; Net revenue does not include any duties



**THANK YOU**