



Dated : 05th Oct, 2023

The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
Bandra Kurla Complex,
Bandra (E),
Mumbai – 400 051

The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001

Sub: Outcome of the Board of Directors' Meeting held on 05th Oct, 2023

Dear Sir,

This is with reference to the above captioned subject and pursuant to Regulation 30 of SEBI (LODR) Regulation, 2015 ; we would like to inform you that the Board of Directors of the Company in their meeting held on 05th October 2023 (commenced at 11.00AM and concluded at 11.40AM), have approved the formation of subsidiary in M/s Bored Beverages Private Limited, a company engaged in the fast growing Ready to Drink (RTD) sector of the alcoholic beverages industry. The Additional Disclosure pursuant to Part A of Schedule III of the LODR Regulations are as follows :-

1. Globus Spirits Limited will be making an investment Subject to maximum of Rs,6Cr in this subsidiary.
2. Globus Spirits Limited will have majority shareholding @ 51.13% along with management control in the said subsidiary.
3. RTD market in India volume size- was 3.82 Cr Liters in FY 20 and expected to grow to 6.56 Cr liters by FY 25.and as per the latest reports the RTD market is estimated to witness progress at a compound annual growth rate of 10.29% (in value) and 12.15% (in volume) over the forecasted period. The growing interest in alcoholic ready-to-drinks among young urban adults, especially among consumers aged 20 to 35-years-old, is supporting the market's growth in India. This trend is being encouraged by rising disposable income levels and a growing number of bars/pubs across major cities. Further, strong new product development is boosting the sales of alcoholic RTDs in the country. Consumers are thus gaining access to a wide range of options, including products specifically developed for Indian tastes.
4. Bored Beverages P Ltd- was incorporated in 2020 by Anant Gupta and Vinayak Malhotra and is an innovative alcohol beverage startup with a vision to create an aspirational cross-category portfolio of beverages targeting millennials and Gen Z. In September 2021, they initiated their market entry by launching No Label Original Mead in Mumbai and Pune. By June 2022, they had expanded to Delhi and Haryana. In September 2022, they successfully secured seed capital from Inflection Point

Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

Registered & Corporate Office F-0, Ground Floor, Mira Corporate Suites, Plot 1 & 2, Ishwar Nagar, Mathura Road, New Delhi 110065. Phone :- 011-66424600

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Ventures. As of March 2023, they have achieved significant traction, crossing 1.2 lakh pints of No Label Original Mead in Delhi and Haryana, capturing a 7% market share in Delhi.

Paramjit Singh Gill- CEO Consumer Division states that

"This opportunity sets us up to participate in and influence the emerging gen Z category trends in parallel to our current participation in settled categories in the alcobev space. This evolving category will continue to grow bigger and is also likely to influence change in consumption patterns with existing mature categories in the coming years. This investment also sets us up to grow our consumer base inorganically, hence accelerating GSL' growth opportunities."

Founders- Bored Beverages Limited- Vinayak Malhotra and Anant Gupta- states that

Our mission is clear: craft a diverse range of beverages that resonate with Millennials and Gen Z. We break away from tradition, infusing our products with unique flavors, varying alcohol percentages, and a blend of traditional and unconventional ingredients. Our flagship products, No Label, a 5% mead made from fermented honey, and Not Out, a robust 15% RTD offering, cater to diverse preferences. Our partnership with Globus Spirits marks a pivotal step towards realizing our vision. It empowers us to fortify our brand, expand our team, amplify our sales and marketing initiatives, and establish a resilient distribution network by leveraging a 3 decade legacy and a very strong foundational presence in the every dynamic alcohol industry.

This collaboration with Globus Spirits promises mutual success, strategic alignment, and an exciting journey of tapping into the evolving consumer beverage market catering to the dynamic preferences of today's and tomorrow's consumers.

Kindly take note of the same & acknowledgement the receipt of the same.

Thanking You

Yours faithfully
for **Globus Spirits Ltd.**

Company Secretary
Santosh Kumar Pattanayak

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