

12 December, 2023

Listing Compliance Department
National Stock Exchange of India Limited.
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E), Mumbai 400051

Listing Compliance Department
BSE Limited.
Phirozee Jeejeebhoy
Towers, Dalal Street, Fort,
Mumbai - 400 001

NSE Symbol: ESSENTIA

Scrip Code: 535958

Sub: Media Release “Updates from the Winery & Beverages Business Segment”.

Dear Sir/Ma'am,

In terms of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Media Release being made by the Company today titled “**Updates from the Winery & Beverages Business Segment**” or the purpose detailed therein.

You are requested to take the information on record and oblige.

Thanking You,

Yours Faithfully,

for **Integra Essentia Limited**

Vishesh Gupta
Managing Director
DIN: 00255689

Encl: a/a

Media Release “Updates from the Winery & Beverages Business Segment”

MEDIA RELEASE

“Updates from the Winery & Beverages Business Segment”

December 12, 2023, New Delhi; Integra Essentia Limited is pleased to share updates from its winery and beverages business segment. The company has decided to acquire an additional substantial stake in M/s Brewtus Beverages Private Limited (BBPL), which is currently an associate concern with Integra Essential holding about 25.76 % of the equity acquired during Q2 FY2024. The Company after the additional enhancement in stakes will hold about 51% of BBPL, making it a Subsidiary concern. Further to the acquisition of the additional 25.24 % stake holding at BBPL, Integra Essentia in the first phase, has plans to invest and provide for upto INR 100 Million towards growing the business in BBPL.

BBPL will unlock the great business potential embedded in the liquor-based beverage industry for Integra Essentia while widening the company’s footprint via stepping into the foray of medium~hard liquor-based products adding “Beer” and “Whiskey” to the product portfolio apart from the existing Wine products being produced at Chateau Indage, Nasik facility.

Once a subsidiary, BBPL has an exponential potential to add considerable numbers to the gross revenue numbers for Integra Essentia Limited from the lifestyle beverages business division. The Company is eyeing various options to enhance its footprint in the relevant business segment along with the life essentials via acquisitions, mergers and other options to pace the process, while exploring the various opportunities and proposals to acquire Breweries / Distilleries located in Europe.

Integra Essentia Limited has also decided to enhance its branding efforts in the business segment, The Company will soon be organising a series of Launch / Brand Promotion Events for the New Products / Brands added to it’s product profile while inviting the established and renowned business houses amongst the dealers and distributors network engaged in Beverages Business from across the country.

About Brewtus Beverages Private Limited (BBPL)

Brewtus Beverages Private Limited established in the year 2020, is an elite importer of exquisite Beers, Wines and other liquor-based products in the country whereas its fast-growing indigenous brand of Beer “ZILA BICHHOO” has received an overwhelming response within the first 100 days of being launched while the product portfolio including wide array of imported Liquor based products are fast catching up. BBPL has an expertise in distribution business while holding the statutory licences to import / distribute Beer, Wines and other liquor-based products in the states of Haryana, Uttar Pradesh, Chennai & Uttarakhand. Further, BBPL is all set to launch it’s products in Delhi, Punjab, Himachal in upcoming few months.

BBPL has contractual manufacturing (brewing) agreements with plants owned by FONT SALEM a subsidiary of “**Estrella Damm**” of Spain, whereas, Font Salem is a member of associations such as ANFABRA (National Association of Refreshing Alcoholic Beverages Manufacturers) and APCV (Portuguese Association of Beer Manufacturers) and produces approximately 800 million liters a year.

About Integra Essentia Limited

IEL is a company engaged in business of Life Essentials i.e. Food (Agro Products), Clothing (Textiles and Garments), Infrastructure (Materials and Services for Construction and Infrastructure Development) and Energy (Materials, Products and Services for the Renewable Energy Equipment and Projects) and many more Products and Services required to sustain the modern life.

To serve the society, nation and global requirement by exploring and utilising their available resources, deliverable at minimum cost to end users, the Company is committing significant investments in Food Essentials and remains focused on establishing itself as the leading player in the foods industry. Besides food essentials and other businesses, the Company is presently emphasising supplying bulk and speciality materials and services for Infrastructure needs of the nation.

Integra Essentia Limited is a business with a substantial role to play both in creating and providing effective basic life materials and services, and on the other hand to enhance aspiring living standards, opulent lifestyle through its wide offering of Agro, Health & Nutrition, Clothing, Energy & Infrastructure, Bulk Materials and other lifestyle related products.

Marching ahead on the fast-growth track, Integra Essentia Limited recently acquired the CHATEAU INDAGE Winery, as a part of its long-term business growth strategy and to strengthen its presence in entire supply chain spectrum of consumable goods. With the rise in disposable incomes, rapid urbanization, access to reasonably priced domestic wines, the perceived health benefits of consuming low alcohol beverages, and changing consumer attitudes have led to a significant increase in wine consumption.

The company is promoted and managed by a core team of experts of diverse experience relevant to the company businesses. The securities of the Company are listed on both the nationwide Stock Exchanges, BSE (Scrip Code: 535958), and NSE (Scrip Code: ESSENTIA)

Disclaimer: Certain statements, words in this document that are not historical facts are forward looking statements. Such forward looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks and many other factors that could cause actual result to differ materially from those contemplated by these forward-looking statements. Integra Essentia Limited shall not be in any way responsible for any action taken based on such statement.

The Details required under Regulation 30 of the SEBI (LODR) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 are as follows:

Annexure I

a)	Name of the target entity, details in brief such as size, turnover etc.;	Brewtus Beverages Private Limited (CIN - U15134HR2020PTC087222), a company incorporated under Companies Act, 2013 and having its registered office at G-41, Ground Floor, Block-C, Banni Square, Sector-50, Mayfield Garden, Gurugram, Haryana 122002.
b)	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	NA
c)	Industry to which the entity being acquired belongs;	Beverages
d)	objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	To boost up Top Line of the lifestyle business division and company is eyeing various options to enhance its footprint in the lifestyle business segment.
e)	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
f)	Indicative time period for completion of the acquisition;	FY 2024
g)	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
h)	Cost of acquisition or the price at which the shares are acquired;	INR 150 Million
i)	Percentage of shareholding / control acquired and / or number of shares acquired;	51 %
j)	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Brewtus Beverages Private Limited established in the year 2020, is an elite importer of exquisite wines & beers in the country including its fast-growing brand of Beer i.e. ZILA BICHHOO along with a wide array of imported and domestic wines among the product offerings. We have engaged channel partners / distributors for Sales/distribution across different states and numbers are increasing rapidly.