



Date: 08.06.2023

To The Listing Department, National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot No . C/1, G Block, Bandra – Kurla Complex, Bandra East, Mumbai – 400051. Scrip Code: CCL	To The Corporate Relations Department, Bombay Stock Exchange Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001. Scrip Code: 519600
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Dear Sir/Madam,

Sub: Intimation as per Regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, we would like to inform you that the Company has entered into an Asset- Purchase agreement with the Löfbergs Group for the acquisition of various brands "Percol", "Plantation Wharf", "Rocket Fuel", "Percol Fusion", "The London Blend" and "Perk Up", registered at UK, for a consideration of £ 550,000 (Five Hundred Fifty Thousand Pounds Only).

A press release in respect of the same to be released shortly is enclosed herewith.

This is for your information and necessary records.

Regards,
For CCL PRODUCTS (INDIA) LIMITED

Sridevi Dasari
Company Secretary & Compliance Officer

Encl: Press Release

CCL PRODUCTS (INDIA) LIMITED

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CCL Products (India) Ltd acquires several coffee brands from L fbergs Group

CCL Products (India) Ltd (CCL), India's largest instant coffee manufacturer has acquired Percol , Rocket Fuel , Plantation Wharf , The London Blend , Perk Up  and Percol Fusion  from Food Brands Group, a subsidiary of L fbergs Group. The agreement accelerates CCL's strategy in expanding the manufacturing and distribution of FMCG products globally.

The acquisition will give CCL an access to major supermarkets in the UK, which is Europe's largest instant coffee market with annual retail sales of US\$850m (INR 69,187 BN). Percol  is a much-loved progressive brand, launched in 1987 which achieved several notable milestones and has stood for sustainability all along. The Percol product range currently comprises of Instant Coffee, Roast & Ground Coffee and Coffee Bags. Incidentally, CCL had been a preferred supplier of some of their SKUs and blends in the past.



Commenting on the acquisition, CCL CEO Praveen Jaipuria said "We've had tremendous success in developing a consumer brand proposition at home and welcome the opportunity to develop a similar approach in other markets by adopting and improving local brands. Percol  is an exciting venture and a brand with undoubted favourable heritage. In close cooperation with our UK sales & marketing partner we will innovate, introduce new products and focus on B2C and B2B marketing to realise value for our shareholders, employees, partners & clients".

Daniel Styrenius of Löfbergs Coffee Group, commented on the sale and said “Percol® is a tremendous brand and one which we are proud to have been the custodian for since 2013. The sale allows us to focus on the Löfbergs Roast & Ground and Whole Bean business which is growing rapidly in the UK”.

Notes to Editors

<p>About CCL Products (India) Ltd</p>	<ul style="list-style-type: none"> ○ Established in 1994 ○ CCL India is one of the world’s largest private label coffee manufacturers. ○ It has manufacturing sites in India, Vietnam and Switzerland. ○ Supplies to over 400+ trade clients in 100 countries. ○ recently became a US\$Billion company on the Indian Stock Exchange <p>Contact Details: customer-care@continental.coffee</p>
<p>About Löfbergs Group</p>	<ul style="list-style-type: none"> ○ Founded in 1906 ○ Roasting over 10 million cups of coffee per day ○ Selling products in 18 markets ○ One of the World’s largest buyers of Fairtrade coffee <p>Contact Details: lofbergspr@krowgroup.com</p>

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