

# SOM DISTILLERIES AND BREWERIES LIMITED

**Registered Office:** I-A, Zee Plaza, Arjun Nagar, Safdarjung Enclave, Kamal Cinema Road, New Delhi - 110029  
Phone: +91-11-26169909, 26169712 Fax: +91-11-26195897

**Corporate Office:** SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011  
Phone: +91-755-4278827, 4271271 Fax: +91-755-2557470

**Email :** [compliance@somindia.com](mailto:compliance@somindia.com) **Website:** [www.somindia.com](http://www.somindia.com)

CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)



**SDBL/BSE/NSE/2023**

**15.06.2023**

**To**

<p>The Manager, Listing Department, <b>NATIONAL STOCK EXCHANGE OF INDIA LIMITED</b> 'Exchange Plaza' C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051. <a href="mailto:cmlist@nse.co.in">cmlist@nse.co.in</a> Security ID: SDBL</p>	<p>Dy. General Manager, Department of Corporate Services, <b>BSE LIMITED,</b>  First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. <a href="mailto:corp.compliance@bseindia.com">corp.compliance@bseindia.com</a> Security ID: 507514</p>
---	--

## **SUB: PRESS RELEASE – OUR MARKET SHARE IN KARNATAKA WITNESSES PHENOMENAL GROWTH, REACHING A HISTORIC 20.1% IN MAY 2023**

*[Intimation Pursuant to Regulation 30 (read with Schedule III - Part A) of SEBI (LODR), Regulations, 2015]*

Dear Sir/Madam,

We are pleased to announce that Our Market Share in Karnataka Witnesses Phenomenal Growth, Reaching a Historic 20.1% in May 2023. Karnataka, renowned for its dynamic market and discerning consumer base, presents a highly competitive landscape for beverage companies. Despite the challenges, our brands have consistently gained momentum, capturing the attention and loyalty of consumers throughout the region. This remarkable growth trajectory underscores our dedication to quality, innovation, and consumer-centric strategies.

The fiscal year 2019-2020 marked a pivotal turning point for with a market share of 3.3%, demonstrating the initial impact of our brands in Karnataka. Building on this success, we continued to expand our presence and engage with consumers, resulting in a market share of 6.9% in the fiscal year 2021-2022. This remarkable growth was a testament to the increasing popularity of our products and the growing trust in our brand.

In the fiscal year 2022-2023, experienced a momentous leap in market share, reaching an impressive 13.9%. This achievement highlighted the effectiveness of our strategic initiatives, including product innovations, robust marketing campaigns, and a strong distribution network. It was a testament to the growing recognition of our brands and the satisfaction of our consumers.

May 2023 witnessed an unprecedented milestone for us as our market share soared to a historic 20.1% in Karnataka. This remarkable achievement represents our highest market

# SOM DISTILLERIES AND BREWERIES LIMITED

**Registered Office:** I-A, Zee Plaza, Arjun Nagar, Safdarjung Enclave, Kamal Cinema Road, New Delhi - 110029  
Phone: +91-11-26169909, 26169712 Fax: +91-11-26195897

**Corporate Office:** SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011  
Phone: +91-755-4278827, 4271271 Fax: +91-755-2557470

**Email :** [compliance@somindia.com](mailto:compliance@somindia.com) **Website:** [www.somindia.com](http://www.somindia.com)

CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)

share to date, symbolizing the trust and loyalty bestowed upon us by the consumers of Karnataka.



Looking ahead, we are committed to building upon this success and further expanding our presence in the market.

This is for your information and records please.

Thanking you,

**For Som Distilleries and Breweries Limited**

**Om Prakash Singh**  
**CS & Compliance Officer**

SOM