



June 20, 2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400001
Scrip Code : 507205

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051.
Symbol : TI

**Sub: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015 –
Drinks International Report ranks Tilaknagar Industries' Mansion House as India's
Largest-Selling Brandy; Second Largest Globally and Courier Napoleon Brandy as
second-fastest growing brandy globally**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated June 20, 2024 announcing that its flagship brand Mansion House Brandy has emerged as the largest-selling brandy in India and the second-largest selling brandy in the world for the year 2023.

The company's other millionaire brand Courier Napoleon emerged as the world's second fastest-growing brandy and the third-fastest growing spirits brand, across all alco-bev categories, across the globe. Courier Napoleon now ranks as the seventh-largest selling brand globally amongst brandies for the year 2023.

The above rankings have been published in 'The Millionaires' Club' report released by international trade journal Drinks International in June 2024.

The above information is available on the Company's website www.tilind.com.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Tilaknagar Industries Ltd.**

Minuzeer Bamboat
Company Secretary and Compliance Officer
Encl: a/a

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Tilaknagar Industries' Mansion House Emerges India's Largest-Selling Brandy; Second-Largest Globally: Drinks International Report

TI's Courier Napoleon Brandy grows 60 per cent Y-o-Y, emerges second-fastest growing brandy globally

Mumbai, June 20, 2024: Leading Indian-Made Foreign Liquor (IMFL) manufacturer, Tilaknagar Industries (TI) (BSE: 507205) (NSE: TI), has announced that its flagship brand *Mansion House* Brandy has emerged as the largest-selling brandy in India and the second-largest selling brandy in the world for the year 2023. The rankings have been published in 'The Millionaires' Club' report released by international trade journal *Drinks International* in June 2024.

Under the 'Brandy & Cognac' category rankings, *Mansion House Brandy* became the fourth fastest-growing brandy in the world, recording double-digit year-on-year growth of 16.9 per cent in 2023. It achieved sales of 8.3 million cases in 2023 as against 7.1 million cases in the same period, a year ago.

The company's other millionaire brand, *Courier Napoleon Brandy*, reported a sharp jump in sales at 1.6 million cases in 2023, achieving an impressive 60 per cent jump in volume growth year-on-year. Consequently, *Courier Napoleon* emerged as the world's second fastest-growing brandy and the third-fastest growing spirits brand, across all alco-bev categories, across the globe. *Courier Napoleon* now ranks as the seventh-largest selling brand globally amongst brandies, according to the data released by the aforementioned report.

Mr Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries said, "*This accomplishment is testament to our strategic success of growing as a brandy-first company. Led by brand innovation and the sales growth of our two millionaire brands, the company, in FY24, achieved a 16 per cent volume growth, year-on-year, in comparison to the overall IMFL industry growth of 2-3 per cent.*"

The company's industry-beating growth was not only witnessed in brandy-first southern states of Kerala and Puducherry but also in whisky-strong states of Telangana, Karnataka and Andhra Pradesh.

"With this performance, TI has become the fastest-growing IMFL company in FY24 in the country for the second year in a row", Mr Dahanukar added.

In India, TI's *Mansion House* Brandy, along with retaining and strengthening its position as largest brandy brand, became the eighth-largest selling spirits brand across categories. In 2023, *Courier Napoleon* Brandy emerged as the third-largest selling brandy brand in the country, as per the report.

Mr Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries said, "*Our tenacious efforts towards innovation and premiumization especially in the brandy category have given notable thrust to our volume growth. Our brands have been recording a robust double-digit growth every year and we are confident of taking this momentum forward.*"

Tilaknagar Industries' brandy brands *Mansion House* and *Courier Napoleon* featured in last year's report as well. The list published by *Drinks International* comprises of the world's fastest-growing and highest-selling brands, globally.

Drinks International's 'The Millionaires' Club' report is an annual listing that features alcoholic beverage brands from around the world that register sales volumes in excess of one-million in nine-litre cases.

About Tilaknagar Industries:

Tilaknagar Industries (TI) is one of the leading IMFL manufacturers in India. Founded in 1933 by Shri Mahadev L. Dahanukar as Maharashtra Sugar Mills, the company was then engaged in the manufacture of sugar and allied products. TI now has 90 years of excellence in the consumer goods category. The Dahanukar family continues to be the promoter of TI sharing the same vision and values as the founders. Under the current leadership of Shri Amit Dahanukar, the company has grown to be the largest manufacturer of premium brandy in India. Its portfolio comprises of two 'Millionaire' brandy brands, Mansion House and Courier Napoleon. TI has presence in whisky, rum and gin categories through Mansion House Whisky, Madiraa Rum and Blue Lagoon Gin.

Website: <https://www.tilind.com/>

Courrier Napoleon Brandy becomes 3rd fastest growing spirits brand globally in 2023... ...Mansion House Brandy 4th fastest growing brandy brand globally and largest selling brandy in India

Mansion House Brandy



Growth rankings



Fastest growing brandy globally



Fastest growing spirits brand globally

Volume rankings



Largest selling brandy in India



Largest selling brandy globally



Largest selling spirits brand in India



Largest selling spirits brand globally

Courrier Napoleon Brandy



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