



**May 31, 2024**

To,  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalai 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 – Tilaknagar Industries Launches Green Apple Flavoured Brandy Under The Mansion House Flandy Range**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated May 31, 2024 about the unveiling of a new flavour innovation under the Company's Flandy (premium flavoured Brandy) range. Mansion House Flandy has now been launched in an all-new Green Apple flavour.

The above information is available on the Company's website [www.tilind.com](http://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 Launches Green Apple Flavoured Brandy Under The Mansion House Flandy Range

**Hyderabad, May 31, 2024:** Tilaknagar Industries Limited (TI) (BSE: 507205) (NSE: TI), a leading Indian-Made Foreign Liquor Manufacturer (IMFL), today announced the unveiling of a new flavour innovation under its Flandy (premium flavoured Brandy) range. Mansion House Flandy has now been launched in an all-new Green Apple flavour in the state of Telangana, to begin with.

TI has seen very encouraging response to its Flandy range in the state, aiding the Company's jump to become the fourth largest IMFL player and the third largest IMFL Prestige & Above ("P&A") player in the state in FY24.

Mr Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries said, "Our Mansion House Premium Flavoured Brandy is a category-first innovation. It has been well-received across markets and its saliency, as a percentage of Mansion House Brandy in relevant states, has grown significantly. The launch of the all-new Green Apple flavour is a testimony to Flandy's strong performance since its introduction in FY23, and is in line with our plans to further enhance our premium Brandy portfolio while strengthening our regional foothold."

Tilaknagar Industries, which is one of India's largest manufacturers of premium Brandy, had earlier rolled out its Mansion House Flandy range in Orange, Cherry and Peach flavours. Telangana is one of the prominent IMFL markets and has one of the highest Prestige & Above ("P&A") segment saliencies across IMFL industry in India, at 50%+. It is estimated that the Brandy P&A segment in the state has grown by 18 per cent in FY24, as compared to almost 8 per cent growth in IMFL P&A segment over the same period. Additionally, in terms of flavours, Green Apple is the largest selling flavour in the flavoured spirits category in the state, providing a large canvas to the brand to gain market share.

Mr Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries said, "We are first-movers in the premium flavoured Brandy category in India. In addition to this, an elevated demand for flavoured drinks and the predominant cocktail culture trend gives Tilaknagar Industries a competitive advantage across markets. The new Green Apple variant of Mansion House Flandy is another step by TI to enrich consumer experience and drive growth."

The Mansion House Flandy range has a unique blend of natural fruit flavours. The latest offering has been infused with sweet green apple essence which is complemented by the nuanced richness of oaky undertones, delivering a truly palate-enriching experience to consumers.

In the financial year ending March 2024, Tilaknagar Industries volumes grew 16 per cent, year-on-year, in comparison to the overall IMFL industry growth of 2-3 per cent for the same period, making it fastest growing IMFL company in India for the 2<sup>nd</sup> year running.

India stands out as one of the largest markets for Brandy, globally. Within IMFL, Brandy is the second-largest product category, accounting for more than 20 per cent share of the industry by volume. Moreover, the premium Brandy industry in India is expected to continue expanding market share within the overall Prestige and Above IMFL segment.

### **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/>



**MANSION HOUSE**

*Flandy*

**NOW AVAILABLE IN  
GREEN APPLE**



This communication is meant for people of 21 years of age and above.

Drink responsibly.