



September 30, 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 – Tilaknagar Industries unveils Mansion House Gold Barrel Whisky

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated September 30, 2024 about the unveiling of Mansion House Gold Barrel Whisky, its latest offering under the company's flagship brand, Mansion House.

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 Launches Mansion House Gold Barrel Whisky

Mumbai, September 30, 2024: Tilaknagar Industries Limited (TI) (BSE: 507205) (NSE: TI), one of the leading Indian-Made Foreign Liquor (IMFL) manufacturers, has announced the unveiling of Mansion House Gold Barrel Whisky, its latest offering under the company's flagship brand, Mansion House.

In the first phase of its launch, Tilaknagar Industries' premium whisky product, a unique blend of Select Scotch Malts and Indian Grain Spirits, has been made available in Assam, India. This will be followed by launch in other key markets across the country.

Mr Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries, said, *"We already enjoy a leadership position in the brandy segment, the second-largest IMFL category, with millionaire brands Mansion House Brandy and Courier Napoleon brandy. This launch aligns with our endeavour to expand our portfolio across categories, and to put a firm step forward in the whisky segment, further strengthening our position as a key alcohol player in the country."*

Tilaknagar Industries, maker of India's highest-selling brandy, Mansion House Brandy, has established a strong foothold in key markets of South India, as well as certain markets in East India. With the launch of Mansion House Gold Barrel Whisky in Assam, the company plans to further expand into the East and the North-East markets, with a strong play in the largest IMFL category in the region. Whisky enjoys an 80 per cent share of IMFL market in the East and North-East markets.

Mr Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries, said, *"Mansion House Gold Barrel Whisky is more than just a new offering from the house of Tilaknagar Industries. This latest creation is a reflection of our blending expertise and craftsmanship in the whisky segment, the largest IMFL category. The product is testament to the company's on-going commitment to innovation and quality in the world of premium spirits."*

Aged in oak casks, Mansion House Gold Barrel whisky promises to offer a harmonious fusion of taste, aroma, and smoothness that is unparalleled. The whisky is encased in a sleek, modern bottle and the packaging exudes the same elegance and refinement. Additionally, the brand has introduced a trendy 'hipster pack' for the 180ml pack-size, catering to the popular format at this price point in Assam

As per the IWSR report, India's whisky segment is pegged at 252 million cases in 2023.

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/>

