



CIN : L74899DL1993PLC052787

## SOM DISTILLERIES & BREWERIES LTD.

ISO 9001:2015 Certified Company

Corporate Office : 23, Zone-II, Maharana Pratap Nagar, Bhopal-462 011 (Madhya Pradesh) Tel.: +91-755-4278827, 4271271 Fax : +91-755-2557470

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Works : Village Rojrachak, Distt. Raisen (Madhya Pradesh) Ph.: +91-7480-266244-5

SDBL/BSE/NSE/2021

Date:19.08.2021

The Manager,  
Listing Department,  
**NATIONAL STOCK EXCHANGE OF  
INDIA LIMITED**  
'Exchange Plaza' C-1 , Block G,  
Bandra-Kurla Complex, Bandra (E),  
Mumbai-400 051.  
[cmllist@nse.co.in](mailto:cmllist@nse.co.in)  
Security ID: SDBL

Dy. General Manager,  
Department of Corporate Services,  
**BSE LIMITED,**  
First Floor, P.J. Towers,  
Dalal Street, Fort,  
Mumbai – 400001.  
[corp.compliance@bseindia.com](mailto:corp.compliance@bseindia.com)  
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**SUBJECT: - PRESS RELEASE – COPTER 7 BEER CONTRACT MANUFACTURED FOR  
SEVEN INKS BREWS PRIVATE LIMITED**

*[In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015]*


Dear Sir/Madam,

We are pleased to announce that **COPTER 7 BEER** both in Lager and Strong variants are being contract manufactured for Seven Inks Brews Private Limited at our Bhopal plant as well as our subsidiary's plant in Hassan, Karnataka. **Mr. MS Dhoni** is the Brand Ambassador of COPTER 7 BEER. Former India cricketer MS Dhoni's trademark helicopter shot and jersey number 7 have inspired the name of COPTER 7 beer.

We are hopeful that the excellent taste of the beer and the strong brand image shall ensure good volumes of the beer.

This is for your information and records please.  
Thanking you,

For Som Distilleries & Breweries Limited

  
**Nakul Sethi**  
Director

