



November 08, 2023

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 Premium Brandy Mansion House Chambers

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated November 08, 2023 about the unveiling of Mansion House Chambers Brandy, a premium variant of 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.**

Abhinav Gupta
Chief Financial Officer

Encl: as above

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NEWS RELEASE

Tilaknagar Industries Launches Premium Brandy Mansion House Chambers

Mumbai, November 08, 2023: In line with its premiumization strategy, Tilaknagar Industries Limited (TI) (BSE: 507205) (NSE: TI), a leading Indian-Made Foreign Liquor Manufacturer (IMFL), proudly announces the unveiling of Mansion House Chambers Brandy, a premium variant of its flagship brand, Mansion House.

In the first phase of its launch, the latest premium creation from Tilaknagar Industries, one of India's largest manufacturers of premium brandy, has been made available in Puducherry, India. This will be followed by launch in other key southern markets.

Mr Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries said, *"We are immensely passionate about brandy. Our latest premium offering, Mansion House Chambers, is born out of our unrelenting focus on innovation to diversify our portfolio and revitalize the brandy segment."*

In the half-year ended September 2023, Tilaknagar Industries grew 28 per cent, led by brandy, as against a 3-4 per cent growth for the overall IMFL industry in the same period, Mr Dahanukar added. The company's sales volumes increased to 53.6 lakh cases in the half-year ended September 2023 as against 42 lakh cases in the corresponding period a year ago.

The exquisite Mansion House Chambers offers complex fruity aromas and delicate oak notes to consumers, bestowing a smooth and velvety texture. The unique packaging of Mansion House Chambers Brandy depicts opulence in a meticulously sculpted cut-glass bottle signifying exclusivity, prestige and luxury.

Mr Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries said, *"Identifying need-gaps and then introducing superior products has helped us establish price-laddering for brandy, a concept that was non-existent for this category. Mansion House Chambers is a reiteration of our strategy to move up the value chain and shine a spotlight on the brandy segment."*

Recently, Tilaknagar Industries introduced a host of premium products under its Mansion House brand umbrella. This included the launch of India's first premium flavoured brandy (*Flandy*) and Mansion House Reserve French-Style Brandy. In the half-year ended September 2023, Tilaknagar Industries' Mansion House brand sold more than 40 lakh cases.

India happens to be one of the largest markets for brandy, globally. Under the IMFL category, brandy continues to hold its position as the second-largest product segment, accounting for over 20 per cent of the total IMFL sector by volume.

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/>

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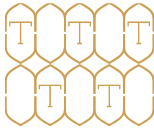


Tilaknagar Industries Limited

(BSE: 507205 | NSE: TI)

Launch of Mansion House Chambers

Introducing a world of exquisite taste



About the Company

Largest brandy manufacturer in India with presence across all segments of IMFL



1933

90 years since incorporation & 50+ years of experience in alcobev manufacturing



19

Manufacturing units across 12 states
Owned: 4 units
Contract manufacturing: 15 units



15+

Brands across products



93%

Share of Brandy as % of total volumes



9.64mn

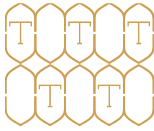
Volumes (in cases) sold



86%

Share of sales to South India as % of total volumes

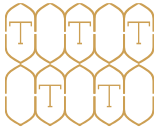
* All data is for FY23; manufacturing units is as on date



WELCOME TO THE CHAMBERS



- A different kind of welcome inviting discerning individuals into a realm of exquisite style, celebration, sophistication, luxury and timeless refinement
- Appreciate the finer things in life and savor life's most extraordinary moments
- Join us in this immersive experience, where every detail speaks to the unparalleled craftsmanship and legacy that defines Mansion House Chambers

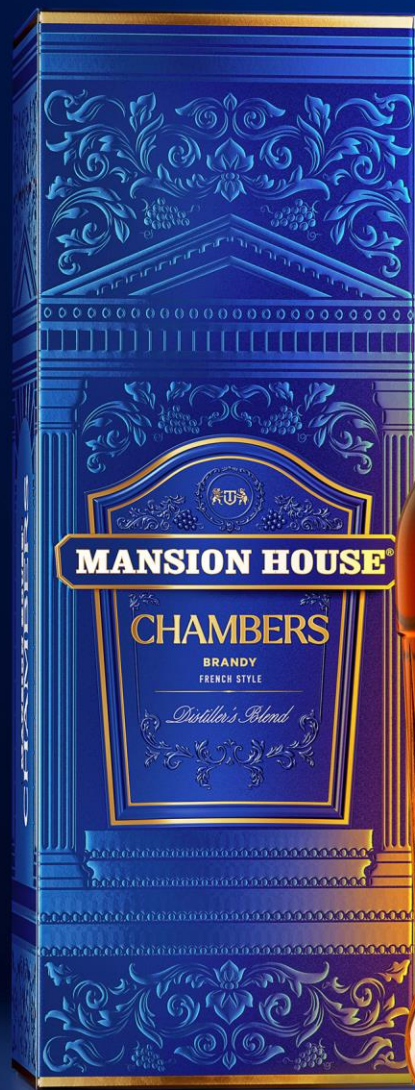


Mansion House Chambers Brandy

Identifying need-gaps and introducing superior products to establish price-laddering for brandy



- Premium variant of Mansion House Brandy, Tilaknagar Industries' flagship brand
- Exquisite blend offering complex fruity notes with hints of raisins, berries and delicate traces of nuts
- On the palate, it leaves a honey sweet taste with long-lasting tones of oaky characters
- Unique packaging in a meticulously sculpted cut-glass bottle signifying exclusivity, prestige and luxury
- Initially launched in Puducherry in 750 ml, 375 ml and 180 ml SKUs, and priced at ₹ 720, ₹ 360 and ₹ 180 respectively
- To be introduced in more states soon



MANSION HOUSE

CHAMBERS

BRANDY
FRENCH STYLE

Distiller's Blend



MANSION HOUSE
CHAMBERS

MANSION HOUSE

CHAMBERS

BRANDY
FRENCH STYLE

MATURED IN OAK CASKS EXPERT FRENCH TECHNIQUE

Distiller's Blend



MANSION HOUSE

CHAMBERS

BRANDY
FRENCH STYLE

MATURED IN
OAK CASKS



EXPERT FRENCH
TECHNIQUE

Distiller's Blend

Offerings across P&A segment in Brandy



**Mansion House
Chambers**



₹ 720

Latest launch



**Courrier Napoleon
Brandy Green**



₹ 624



**Mansion House
Flandy**



₹ 600

**India's first premium
flavoured brandy**



**Mansion House
Brandy**



₹ 480

**India's highest
selling brandy**

**Courrier Napoleon
Brandy Gold**



₹ 384

(Note: All MRP for 750ml)
Shows Tilaknagar Industries' brands available in Puducherry



Prestige & Above segment brand



This presentation may include statements which may constitute forward-looking statements including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to **Tilaknagar Industries**' future business developments and economic performance. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

The information and opinions contained in this presentation are current. The Company undertakes no obligation to update or revise any information or the opinions expressed in this presentation as a result of new information, future events or otherwise. Any opinions or information expressed in this presentation are subject to change without notice.

For further information, please contact:

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Thank You