



**June 20, 2022**

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 – India’s first premium flavoured brandy launched by Tilaknagar Industries**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated June 20, 2022 about the unveiling of India’s first premium flavoured brandy under the Company’s flagship brand, Mansion House launched in three flavours - Orange, Cherry and Peach.

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.**

**Amit Dahanukar**  
**Chairman & Managing Director**  
**(DIN: 00305636)**

**Encl: as above**

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## **INDIA'S FIRST PREMIUM FLAVOURED BRANDY LAUNCHED BY TILAKNAGAR INDUSTRIES**

Mumbai, June 20, 2022: Tilaknagar Industries Ltd. (TI) (BSE: 507205) (NSE: TI), one of the leading Indian-Made Foreign Liquor (IMFL) manufacturers, announced the unveiling of India's first premium flavoured brandy under its flagship brand, Mansion House. The first-of-its-kind French Style Premium brandy has been launched in three flavours - Orange, Cherry and Peach, to begin with.

With this move, TI aims to expand its bouquet of premium brandy offerings to cater to the preferences of existing as well as newer and experimental consumers. The company plans to further increase its market share in South India as well as drive growth in nascent brandy markets like East and North-East India. Currently, TI is India's largest premium brandy manufacturer and its renowned millionaire brand, Mansion House Brandy (MHB) is the country's highest selling premium brandy. In FY22, the company sold approximately 6 million MHB cases and the brand registered a robust 25 per cent year-on-year growth.

Shri Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries said, *"Brandy is the second largest product segment under the IMFL category. Flavoured Premium Brandy is a completely new territory, an untapped market and therefore offers a huge opportunity. This launch will enrich TI's premium brandy portfolio which will further strengthen our regional presence and aid expansion, across geographies. The Brandy category continues to lead the company's growth and our aim is to increase sales by 12-15 per cent annually over the next three-five years."*

The Mansion House French Style flavoured brandy has a unique blend of natural fruit flavours. The blend is infused with the essence of Oranges, Cherries and Peaches sourced from renowned regions in India. In the first phase of its launch, the MHB premium flavoured brandy will be made available in Puducherry, followed by other prominent markets.

Present-day consumers are more experimental and their tastes and preferences are evolving. Along with an increase in demand for premium products, this trend has given a significant push to flavoured drinks and a cocktail culture. The MHB premium flavoured brandy aims to enhance the experience of the aspirational Indian consumer and make brandy a drink with a popular appeal, Mr. Dahanukar added.

India is one of the largest markets for brandy globally. As per the company's estimates, the premium brandy market in India is expected to grow at a robust Compounded Annual Growth Rate (CAGR) rate of 10-12 per cent.

In the premium brandy category, TI, in addition to Mansion House Brandy, also manufactures and sells the super-premium Courier Napoleon Brandy (CNB) which is fast approaching the millionaire brand status.

### **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 over 75 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. For more details, please visit the Company's website <https://www.tilind.com/>

