

SOM DISTILLERIES AND BREWERIES LIMITED

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Corporate Office: SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011
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CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)



SDBL/BSE/NSE/2023

3.01.2023

To

<p>The Manager, Listing Department, NATIONAL STOCK EXCHANGE OF INDIA LIMITED 'Exchange Plaza' C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051. cmlist@nse.co.in Security ID: SDBL</p>	<p>Dy. General Manager, Department of Corporate Services, BSE LIMITED, First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. corp.compliance@bseindia.com Security ID: 507514</p>
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SUB: PRESS RELEASE – MARKET CAPTURED BY COMPANY'S IMFL BRAND GENIUS PRESTIGE WHISKEY

[Intimation Pursuant to Regulation 30 (read with Schedule III - Part A) of SEBI (LODR), Regulations, 2015]

Dear Sir/Madam,

We have the pleasure in informing the stock exchanges that our IMFL brand Genius Prestige Whiskey present in the Rs.449 segment has taken a 46 per cent market in the state of Karnataka in its segment within three months of its launch.

The acceptance of this brand is a testament to our product quality in a highly competitive market.

The same information is also available on the company's website i.e. www.somindia.com.

This is for your information and records please.

Thanking you,

For Som Distilleries and Breweries Limited


Nakul Kam Sethi
Executive Director

