



Date: 16/10/2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001

Scrip Code: 530305

Sub: Compliance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Press Release dated October 16, 2024 announcing the launch and award win for Indri Diwali Collector's Edition 2024 at the Whiskies of the World Awards 2024.

You are requested to take a note of the same.

Thanking you,

Yours Faithfully,
For Piccadilly Agro Industries Limited

Niraj Kumar Sehgal
Company Secretary
A-8019



Piccadilly Agro Industries Ltd.

Registered Office: Village Bhadson, Umri - Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)
Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)
Ph.: +91-124-4300840, Website: www.piccadilly.com, Email: info@piccadilly.com
Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadillygroup34@rediffmail.com
CIN No.: L01115HR1994PLC032244



PRESS RELEASE

WINNER OF THE 'BEST WHISKY IN THE WORLD', INDRI UNVEILS ITS HIGHLY ANTICIPATED DIWALI COLLECTOR'S EDITION 2024, STRIKING 'GOLD' YET AGAIN AT THE WHISKIES OF THE WORLD AWARDS 2024

16th October 2024, New Delhi - Indri Diwali Collector's Edition 2024, produced by Piccadily Agro Industries Limited, has once again claimed the spotlight by securing a coveted **'Gold Medal'** at the **Whiskies of the World Awards 2024**, continuing its remarkable winning streak on the global stage. The prestigious competition, known for celebrating the finest whiskies from across the globe, awarded Indri's second expression of the Diwali Collector's Edition for its exceptional craftsmanship, flavour, complexity, and distinctively Indian character for the second year in running.



The Indri Diwali Collector's Edition 2024 stood out among a competitive field, impressing an esteemed panel of whisky experts with its signature notes of light fruits, delicate florals, and subtle spice. This award adds to the growing legacy of Indri single malt, which has consistently garnered international acclaim for its high-quality, innovative releases that redefine the art of Indian single malt whisky-making.

The Whiskies of the World Awards is a globally-renowned whisky competition, hosted annually by the Whiskies of the World team. Each year, whiskies from across the globe are judged on a rigorous 100-point basis, with a concentration on aromatics, flavour, and finish. A distinguished panel of top tastemakers, critics, and influencers from the beverage industry leads the judging process, making the competition one of the most prestigious in the spirits world.

Commenting on this landmark win, **Siddhartha Sharma, Promoter of Piccadily Agro Industries Limited**, said, "We are extremely proud to have upheld our legacy with the 2024 edition, which continues to push boundaries and cement Indri's place as a global leader in premium whisky craftsmanship. Indri's latest triumph at Whiskies of the World Awards, coupled with our position as the world's fastest-growing single malt brand, marks a pivotal moment in our strategic journey. This recognition reflects our commitment to producing world-class whiskies that highlight the richness of Indian terroir, while continuing to innovate with each new expression. As we continue to outpace industry growth rates, we're not just winning awards – we're globally endeavouring to develop a category for Indian single malts which can stand shoulder to shoulder with any global single malt producer in the world"

Indri's Diwali Collector's Edition has achieved global recognition, building on the success of its last year's predecessor. This latest triumph reinforces Indri's position as a world-class whisky maker and highlights the rising status of Indian single malts. The continued success of Indian single malts showcases India's growing influence in premium spirits, aligning international standards with local expertise to reshape the global whisky landscape.

Indri Diwali Collector's Edition 2024, bottled at 50% ABV, is crafted from peated Indian six-row barley and distilled in traditional Indian made copper pot stills, filled in hand selected sherry butts and matured in

Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

CIN No.: L01115HR1994PLC032244



the subtropical climate of the northern plains of India. It enlightens your senses with gentle peat and elegant sherry notes complimenting each other. The flavours of dates, raisins, caramel, soft spice and oak await to tantalise your taste buds. Every dram leaves a lingering desire for another.

The Indri Diwali Collector's Edition 2024 will be available in Gurugram, Haryana from October 25th onwards with a MSP of INR 15,000.

Find the complete list of winners of Whiskies of the World Awards here.

* * *

Stock Ticker: (PICCADIL | 530305 | INE546C01010)

<https://www.bseindia.com/stock-share-price/piccadily-agro-industries-ltd/piccadily-agro-inds/530305/>

About Piccadilly Agro Industries Limited (PAIL)

Piccadilly Agro Industries Limited (PAIL) is a publicly listed company on the Bombay Stock Exchange (BSE: PICAGRO). The company operates primarily in two strategic business segments: Distillery and Sugar. Its manufacturing facility is located in Indri, Haryana, covers 168 acres and is equipped with advanced technology for producing a diverse range of products, including Malt, Extra Neutral Alcohol (ENA), Ethanol, and White Crystal Sugar.

Piccadilly Agro Industries Limited has established itself as a key player in the alcoholic beverages industry, particularly renowned for its expertise in malt spirits. The company boasts a robust portfolio that includes premium expressions of Indri single malt whisky, blended malt whisky brands and Camikara, premium sugarcane juice aged rum.

In 2022, Piccadilly Agro Industries Limited made a significant mark with the launch of 'Indri' its flagship single malt whisky brand, aimed at catering to discerning consumers who appreciate quality and craftsmanship in spirits. By focusing on premiumization strategies and leveraging its technical capabilities, the company has successfully positioned itself as a leader in the Indian single malt whisky market by becoming the 'fastest growing single malt whisky brand' in 2024.

Website: www.piccadily.com

About Indri

Launched in 2022, Indri Single Malt Whisky, crafted by Piccadily, has quickly become the fastest-growing single malt in the world, earning over 35 prestigious accolades, including 'Best Indian Single Malt' and 'Best Whisky in The World.' Produced in Indri, a small village in Haryana, using premium 6-row Indian barley from Rajasthan, Indri single malt whisky showcases Indian excellence and innovation.

In a market once dominated by imported labels, Indri stands tall as a beacon of Indian excellence. It's not just a brand, it has become a symbol of national pride, elevating the status of Indian spirits to unparalleled heights. Indri isn't just leading the charge; it's leading a revolution.

As Indri continues to redefine the standards of Indian single malts, Piccadily remains dedicated to pushing boundaries, exploring new horizons, and delivering exceptional experiences to whisky enthusiasts worldwide.

Website: www.indri.in

Piccadilly Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

CIN No.: L01115HR1994PLC032244



PICCADILY

— SINCE 1967 —



Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

CIN No.: L01115HR1994PLC032244



Disclaimer

This press release, prepared by Piccadily Agro Industries Limited (the “Company”), is intended solely for compliance and informational purposes. It does not constitute an offer, recommendation, or invitation to purchase or subscribe to any securities, nor should it form the basis of or be relied upon for any contract or binding commitment. No offering of securities will be made except through a statutory offering document containing detailed information about the Company.

This press release may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this press release is expressly excluded. The content has been developed based on information and data that the Company believes to be reliable. The Company expressly disclaims any liability for the content of this press release for any omissions therein.

For further information, contact:

Investors Relations

Piccadily Agro Industries Limited

Phone : +91-172-5083695

Website : www.picagro.com

Email : piccadilygroup34@rediffmail.com

Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

CIN No.: L01115HR1994PLC032244