

SOM DISTILLERIES AND BREWERIES LIMITED

(Formerly Known As Som Distilleries Breweries & Wineries 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/2024-25

17.07.2024

To

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 <u>Security ID: SDBL</u>	Dy. General Manager, Department of Corporate Services, BSE LIMITED, First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. corp.compliance@bseindia.com <u>Security ID: 507514</u>
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SUB: POWER COOL: RISING TO THE TOP IN KARNATAKA'S COMPETITIVE BEER MARKET

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

Dear Sir/Madam,

We are pleased to inform that our strong beer brand Power Cool has achieved impressive success in the Karnataka market within a short period of time. Power Cool has solidified its position as the second most popular and highest-selling beer in the highly competitive state of Karnataka.

This achievement underscores our strong presence and growing consumer preference in the region.

This achievement has also been covered by the media. The links for the same are given below:

<https://www.brewer-world.com/power-cool-karnatakas-second-most-popular-beer/>

<https://spiritz.in/latest-news/power-cool-to-cool-the-summ-4788800>

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

This is for your information and records please.

For Som Distilleries and Breweries Limited

Nakul Kam Sethi
Executive Director