

SOM DISTILLERIES AND BREWERIES LIMITED

(Formerly Known As Som Distilleries Breweries & Wineries Limited)

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CIN: L74899DL1993PLC052787

(BSE: 507514, NSE: SDBL)



SDBL/BSE/NSE/2024-25

12.09.2024

To,

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|---|---|
| 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 | 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 |
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SUB: PRODUCT LAUNCH – SOM Distilleries and Breweries Limited (SDBL) unveils India's first beer with a twist cap "Woodpecker"— a revolutionary entry into the Indian market.

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

Dear Sir/Madam,

We are pleased to inform the stock exchanges and stakeholders that we have launched "**Woodpecker Premium Beer**" today. The detailed press release is enclosed. *The information as per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are given below:*

PRODUCT LAUNCH

| S. No. | Particulars | Description |
|--------|--|-------------------------|
| 1. | Name of the Product | Woodpecker Premium Beer |
| 2. | Date of Launch | Today i.e. 12.09.2024 |
| 3. | Category of the Product | Beer |
| 4. | Whether caters to domestic/ international market | Domestic |
| 5. | Name of the countries in which the product is launched (in case of international). | NA |

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 Sethi
Executive Director
Encl: aa



PRESS RELEASE – 12-09-2024

SOM Distilleries and Breweries Limited (SDBL) unveils India's first beer with a twist cap "Woodpecker"—a revolutionary entry into the Indian market.

SOM Distilleries and Breweries Limited is set to revolutionize the Indian beer market with the introduction of **India's First Twist Cap Beer with its "Woodpecker Premium Beer"**. Woodpecker Premium Beer which will be a first in India will feature a never seen twist-style cap. This pioneering innovation marks a significant shift in how beer is enjoyed in the country, providing beer lovers with novelty and unprecedented ease and convenience. Not only is SDBL launching the first twist cap in India for the first time, but **Woodpecker Premium Beer is also making its debut in Karnataka**—one of SDBL's fastest-growing and most promising markets.

This launch represents more than just a new product innovation—it's a turning point for India's beer industry. By introducing the first-ever twist cap beer to the Indian market, SDBL is transforming the beer experience, offering a more accessible and stylish way to enjoy beer. The Woodpecker Premium Beer range includes two standout variants: **Woodpecker Glide, a premium mild beer, and Woodpecker Crest, a strong, bold beer**—catering to the diverse tastes of Karnataka's beer enthusiasts.

Crafted with imported **two-row barley & Indian Sharbati wheat malts and hops** sourced from the Rainier region of Germany, the beer stands out as India's first to incorporate a *blend of two malts*, setting a new benchmark as India's **first cross-malt beer**. Woodpecker beer undergoes a meticulous **brewing process of 30 days**, with only one batch brewed per month to ensure unmatched consistency and flavor. This dedication to precision makes Woodpecker India's most **consistent, matured, and richly flavored beer**. *Woodpecker Glide, in particular, stands out as a 100% natural brew, free from adjuncts like rice and sugar, embodying purity and taste.*

The twist cap design itself is a game-changer, eliminating the need for a bottle opener and offering a hassle-free drinking experience. With vibrant yellow caps for Glide and sleek black caps for Crest, each bottle is distinctly marked with a **"Twist to Open"** instruction, ensuring simplicity with style. This small yet impactful change promises to redefine convenience for beer drinkers across India. With a special emphasis on security and to prevent counterfeiting a customised neck profile has been designed which can't be reused. Woodpecker's use of *direct print on bottle technology*, (eliminating traditional paper labels), reinforces its **commitment to sustainability** while maintaining its sleek and modern aesthetic.

The beer is themed around a lifestyle of celebration, friends, and living in the moment, perfectly suited to today's experience-driven consumers. With its first-of-its-kind twist cap and premium quality, it promises to create a new wave of excitement among beer lovers.
