



CIN : L74899DL1993PLC052787

## **SOM DISTILLERIES & BREWERIES LTD.**

Corporate Office : 23, Zone-II, Maharana Pratap Nagar, Bhopal-462 011 (M.P.) Tel. : +91-755-4278827, 4271271 Fax : +91-755-2557470  
E-mail : sdtcd@bsnl.in , somdistilleries@rediffmail.com, Web : www.somindia.in Work : Village Rojrachak, Distt. Raissen (M.P.) Ph.: (07480) 266244-5

Date: 10.04.2017

To,

Bombay Stock Exchange Ltd.  
Floor 25, P.J. Towers,  
Dalal Street, Mumbai -400001

National Stock Exchange of India  
Exchange Plaza, Bandra Kurla Complex,  
Bandra(E), Mumbai – 400051

Sub: Business Updates- Premiumisation of Beer Portfolio.

Dear Sir,

We have the pleasure in informing the Stock Exchanges that our main line brand "Hunter" have achieved a volume in excess of 2(Two) million cases in the Financial Year 2016-17. This is a strategic initiative on our part towards the premiumisation of our Beer portfolio.

We request you to kindly take the above in your records.

For Som Distilleries and Breweries Limited

  
Company Secretary