



September 06, 2022

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalai Street,
Mumbai 400001
Scrip Code : 507205

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051.
Symbol : TI

**Sub: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015
- Mansion House Reserve French Style Brandy launched by Tilaknagar Industries**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated September 06, 2022 about the unveiling of Mansion House Reserve French Style Brandy, the premium variant of its flagship brand, Mansion House.

The above information is available on the Company's website www.tilind.com.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Tilaknagar Industries Ltd.**

Dipti Todkar
Company Secretary

Encl: as above

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Tilaknagar Industries Launches Mansion House Reserve French Style Brandy

Mumbai, September 06, 2022: In a step towards expanding its premium brandy portfolio, Tilaknagar Industries Limited (TI) (BSE: 507205) (NSE: TI) today announced the unveiling of Mansion House Reserve French Style Brandy, the premium variant of its flagship brand, Mansion House.

The unique feature of the exclusive Mansion House Reserve French Style Brandy is its blend which is made from special kind of 'Ugni Blanc' grapes handpicked from the Sahyadris in India that impart a slightly sweetish and lingering taste to the blend. This premium launch comes right after the unveiling of India's first premium flavoured brandy by TI under its renowned Mansion House brand.

In the first phase, the new Mansion House Reserve Brandy will be made available in Tamil Nadu which is the largest brandy consuming state in India. This will be followed by launch in other prominent markets.

Mr Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries said, *"The high demand for premium products is evident and this is also driving the cocktail culture in India. We aim to offer a superlative experience to consumers through our range of premium brandy products. As a market leader in this category, we also aspire to put the spotlight on brandy across markets and geographies and highlight the versatility of this drink to consumers."*

Currently, TI is India's largest premium brandy manufacturer and its brand, Mansion House is the country's highest selling premium brandy. In FY22, approximately 6 million Mansion House Brandy cases were sold and the millionaire-brand registered a robust 25 per cent year-on-year growth. In the premium brandy category, TI also manufactures and sells the super-premium Courier Napoleon Brandy which is fast approaching the millionaire brand status. Brandy continues to lead the company's growth and the company aims to increase sales by 12-15 per cent annually over the next three-five years.

Under the Indian-Made Foreign Liquor (IMFL) category, brandy is the second largest product segment. It accounts for 20 per cent of the total IMFL sector by volume.

India is one of the largest markets for brandy globally. As per the company's estimates, the premium brandy market in India is expected to grow at a robust Compounded Annual Growth Rate (CAGR) of 10-12 per cent.

About Tilaknagar Industries:

Tilaknagar Industries ("TI") is one of the leading IMFL manufacturers in India. Founded in 1933 by Shri Mahadev L. Dahanukar as Maharashtra Sugar Mills, the company was then engaged in the manufacture of sugar and allied products. TI now has over 75 years of excellence in the consumer goods category. The Dahanukar family continues to be the promoter of TI sharing the same vision and values as the founders. Under the current leadership of Shri Amit Dahanukar, the company has grown to be the largest manufacturer of premium brandy in India.

Website: <https://www.tilind.com/>

