



March 27, 2023

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 – Tilaknagar Industries’ Courier Napoleon Brandy Crosses a Million Cases in Annual Sales.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release announcing that sales of our leading brand, Courier Napoleon Brandy have crossed the one-million cases mark for current financial year.

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' Courier Napoleon Brandy Crosses a Million Cases in Annual Sales

Brand Enters 'Millionaire' Club

Tilaknagar Industries Ltd. (TI) (BSE: 507205) (NSE: TI), one of the leading Indian-Made Foreign Liquor (IMFL) manufacturers today announced that the sales of its leading brand, Courier Napoleon Brandy have crossed the one-million cases mark for current financial year. By achieving this landmark, Courier Napoleon Brandy has now become the second brand from the company's portfolio, after Mansion House Brandy, to enter the 'Millionaire' club, a select band of highly popular alco-bev brands across all IMFL categories.

TI's Courier Napoleon Brandy has registered significant growth in the Financial Year (FY) 2023. In its two largest markets, Kerala and Puducherry, the brand has witnessed more than 40 per cent and 88 per cent growth, respectively. Sold in Canteen Stores Department (CSD) and in over eight states across India, the brand has garnered a 15 per cent market share in the highly competitive Prestige brandy segment.

In addition to Courier Napoleon Brandy (CNB), which is a part of the prestige brandy segment, TI also offers Courier Napoleon Green Brandy, a super-premium brand extension.

Ahmed Rahimtoola, Chief Marketing Officer, TI said, *"Growing 49 per cent year-on year, CNB now joins our flagship brand Mansion House Brandy as the second millionaire brand and is poised to become one of the fastest growing brandies in the prestige segment. We are looking at launching CNB in a few more states and work at further brand extensions."*

Courier Napoleon Brandy is made using the double-distilling process in French copper pot stills. It possesses a toasty wood flavour that's intertwined with notes of vanilla, grape and a subtle fruitiness. With a smooth, light golden body and a gentle aroma of honey, the brandy is appreciated by all palates.

Brandy is the second largest category in IMFL; and TI sees huge opportunity for brandy in current as well as new markets and aims to further make brandy a drink with a popular appeal through new and innovative offerings. In line with this endeavour, the company has already launched India's first premium flavoured brandy under its flagship brand Mansion House. TI has also unveiled Mansion House Reserve French Style Brandy, the premium variant of its flagship brand, Mansion House.

According to IWSR Drinks Market Analysis, TI sold 5.32 million cases of its flagship brand Mansion House Brandy in 2021, making it India's biggest brandy brand by volume.

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/>