



March 24, 2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal 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 Ltd. to add AMARA Artisanal Pink Vodka to distribution portfolio

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated March 24, 2025 about the addition of AMARA Artisanal Pink Vodka to distribution portfolio of Tilaknagar Industries Ltd.

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.**

Minuzeer Bamboat

Company Secretary & Compliance Officer

Encl: a/a

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NEWS RELEASE

TILAKNAGAR INDUSTRIES TO ADD AMARA ARTISANAL PINK VODKA TO DISTRIBUTION PORTFOLIO

Mumbai, March 24, 2025: Leading India Made Foreign Liquor (IMFL) maker Tilaknagar Industries (TI) (BSE: 507205) (NSE: TI) will undertake the distribution of *AMARA* Artisanal Pink Vodka, an innovative spirit being launched by Spaceman Spirits Lab Pvt Ltd (Spaceman), the makers of SAMSARA Gin. The distribution by TI will be in the form of a royalty arrangement with Spaceman for distribution of Spaceman brands in certain states in India and abroad.

The addition of *AMARA* to TI's distribution portfolio will further enrich the TI product bouquet that includes homegrown premium brands such as Monarch Legacy Edition Brandy, Mansion House Flandy and Courier Napoleon Brandy. Spaceman brands, namely, SAMSARA Gin, SITARA Rum and *AMARA* Vodka will start leveraging TI's robust distribution network under the royalty arrangement from Q1 FY26. This collaboration will bolster sales of Spaceman's premium craft spirits across markets in India and abroad, as well as expand TI's luxury and super-premium portfolio which will now straddle across Brandy, Gin, Rum and Vodka, contributing additional business for TI.

According to IWSR Drinks Market Analysis, India's vodka consumption surged by 16.5 per cent in 2023, significantly outpacing historical trends. While value vodka still holds a 94 per cent market share, the premium and ultra-premium categories are witnessing exponential growth, with super-premium vodka expanding at an annual rate of 19.6 per cent from 2022 to 2023. "Globally, craft spirits are experiencing a surge in popularity with flavored craft spirits leading premium market innovations. India is fast catching up, with younger consumers and high-energy urban bars embracing colorful, Instagrammable cocktails. The global shift toward premiumization and flavored vodkas bodes well for the launch of India's first artisanal luxury pink vodka *AMARA*," said Mr Amit Dahanukar, Chairman & Managing Director, Tilaknagar Industries Limited.

Positioned in the super-premium category, *AMARA* will compete with global vodka brands known for their smoothness and exceptional quality.

"India is experiencing a post-COVID drinking renaissance. Consumers are seeking elevated experiences, occasion-driven consumption, unique flavors, and ultra-premium-quality spirits," said Mr Aditya Aggarwal, Founder and MD of Spaceman Spirits Lab. "With *AMARA*, we're bringing craftsmanship and innovation into a category that is ripe for disruption", he added.

AMARA is an opulent blend of five-times distilled spirits, crafted from handpicked Bangalore Blue Grapes and rice grains from India's Deccan Plateau for an exceptionally smooth profile. It is infused with strawberries, passion fruit, peaches, citrus, rose petals, lotus, and cherry blossoms, resulting in a delicate, fruit-forward profile and a signature pink hue. A first of its kind pink ruby filtration, enhances *AMARA*'s brilliance, purity, and silky-smooth texture.

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Priced between INR 2,500 and INR 4,500 (depending on local state taxes) for a 750 ml decanter, *AMARA* will be available in select premium retail stores, high-end bars, and luxury hotels across Goa, Maharashtra and Karnataka, Haryana, Delhi, Rajasthan in a phased roll-out. Supplies to international markets such as Global Travel Retail, UAE, UK and Singapore will commence in the second half of FY26.

Founded by Mr Aditya Aggarwal, Ms Riddhi Aggarwal, Ms Sapna Aggarwal and Mr Jai Chopra, Spaceman Spirits Lab is renowned for pushing boundaries in the craft spirits industry. Following the massive success of SAMSARA gin, the company has built a reputation for innovation, craftsmanship, and luxury experiences, particularly in the flavored spirits segment.

In view of Spaceman Spirits' potential and to accelerate its expansion, TI had, in September 2024, announced a follow-on investment of Rs 13.15 crore in Spaceman, in multiple tranches, that would increase TI's shareholding in Spaceman to 20 per cent on a fully diluted basis.

About Tilaknagar Industries:

Tilaknagar Industries (TI) is one of India's leading alcoholic beverage companies, with a rich legacy spanning over 90 years. Founded in 1933 by Shri Mahadev L. Dahanukar as Maharashtra Sugar Mills, TI has, over the years, transformed into a major player in the India Made Foreign Liquor (IMFL) industry having a manufacturing footprint of 19 units across 12 states. TI's brand portfolio straddles multiple categories, featuring two 'Millionaire' brandy brands—Mansion House and Courier Napoleon—along with a strong presence in whisky, rum, and gin through Mansion House Whisky, Madiraa Rum and Blue Lagoon Gin. Recently, TI has expanded into the luxury segment with Monarch Legacy Edition Brandy.

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

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