

Tilaknagar Industries Limited

Earnings Presentation – Q3 & 9M FY26



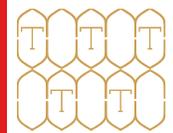


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Q3 & 9M FY26 PERFORMANCE





Strengthened Platform. Clear Priorities. Disciplined Execution.



Mr. Amit Dahanukar
Chairman & Managing Director

“ Q3 FY26 marks the beginning of TI’s next phase of growth. Imperial Blue (“IB”) joined the Tilaknagar Industries (“TI”) portfolio in December 2025 and delivered a strong start with 1.79 million cases sold in its first month under our ownership. This performance reflects both the enduring equity of the IB brand and TI’s execution strength and distribution reach. With the IB acquisition TI has emerged as the largest P&A player in the Southern region with ~32%¹ market share for Dec-25.

The coming quarters will be pivotal as we complete the integration of IB into TI. We have established dedicated integration workstreams across operations, distribution, systems and human capital, supported by external experts, to ensure a seamless transition and disciplined synergy realization.

Over the next few years, our ambition is to evolve from a mass-prestige focused player to a scaled IMFL company with a meaningful presence across premium price points.

We have very interesting times ahead of us, and our priorities are clear:

- 1. Restore IB to category leadership:** Regain IB's market share with the objective of establishing it as India's largest selling whisky while maintaining market leadership in Brandy segment, driving low double-digit volume growth across combined business
- 2. Margin expansion with reinvestment discipline:** Expand consolidated EBITDA margins by 150–250 bps over 24 – 36 months, even as we step up A&SP investments to strengthen brand equity; margin expansion of 225-350 bps for the acquired business
- 3. Premiumisation at the core of our growth:** Leverage IB’s pan-India distribution platform to scale premium and super-premium offerings, complemented by strategic investments in new-age craft plays such as Spaceman Spirits Lab. This will provide incremental growth at scale
- 4. Accelerated deleveraging:** Reduce Net Debt/EBITDA to below 1.0x by FY29 through strong operating cash flows and disciplined capital allocation”

Note: (1) Based on industry data; Southern region includes Telangana, Andhra Pradesh, Karnataka, Kerala and Pondicherry

Key Highlights – Q3FY26 and 9MFY26

Q3FY26

Volumes¹

—
53.1 lac cases
76.1% increase
Y-o-Y

Revenue^{1,2}

—
INR 644 crores
89.2% increase
Y-o-Y

NSR¹

—
INR 1,242 /case
7.0% increase
Y-o-Y

EBITDA^{1,2}

—
INR 90 crores
14.0% margin

PAT^{1,2,3}

—
INR 56 crores
8.5% margin

Volume¹ & Revenue¹ Performance – Q3FY26 and 9MFY26

Cases (in lacs)	Q3FY26		9MFY26	
	Absolute	YoY Growth	Absolute	YoY Growth
IB (Dec-25 only)	17.9	NA	17.9	NA
Ex-IB	35.2	16.8%	101.4	19.5%
Total	53.1	76.1%	119.3	40.5%

Net revenue¹ of INR 664 crore in Q3FY26 (YoY growth of 95.0%); INR 1,471 crore in 9MFY26 (YoY growth of 43.1%)

- IB NSR for Dec-25 INR 1,306 per case
- Ex-IB NSR has increased from INR 1,161 in Q3 FY25 to INR 1,209 in Q3 FY26
- Revenue (adjusted for subsidy), net revenue growth of 39.5% YoY (9MFY26)

Profitability Performance^{1,2,3} – Q3FY26 and 9MFY26

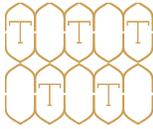
Q3FY26 EBITDA^{1,2} of INR 90 crore and PAT^{1,2,3} of INR 56 crore

- EBITDA margin at 14.0%; PAT margin at 8.5%
- YoY EBITDA growth of 49.6%
- A&P reinvestment rate (as % of subsidy-adjusted net revenue) increased from 1.1% in Q3 FY25 to 1.2% in Q3 FY26

9MFY26 EBITDA^{1,2} of INR 206 crore and PAT^{1,2,3} of INR 158 crore

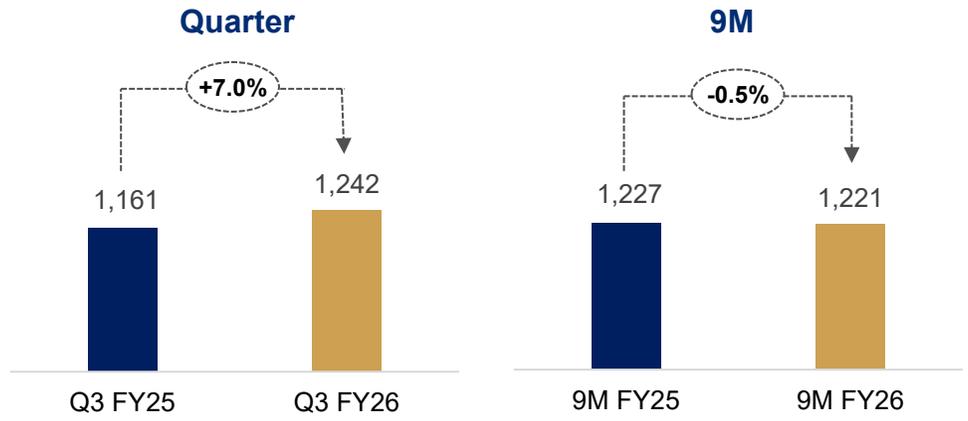
- EBITDA margin at 14.6%; PAT margin at 11.1%
- YoY EBITDA growth of 28.5%; PAT growth of 16.2%
- A&P reinvestment rate (as % of subsidy-adjusted net revenue) increased from 0.7% in 9MFY25 to 1.5% in 9MFY26

Note: (1) Includes 1-month of Imperial Blue Sales in Dec-25 (1st month under TI ownership); (2) Adjusted for subsidy income; (3) Adjusted for exceptional items and amortization of acquired business



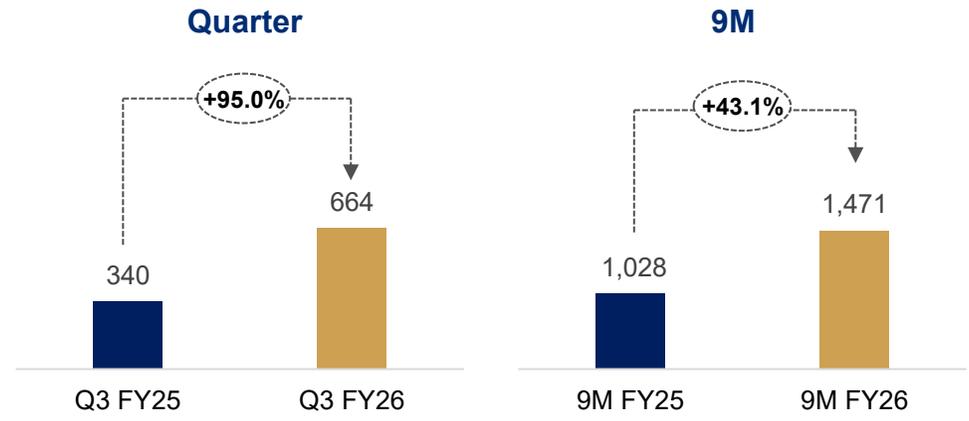
Q3 & 9M FY26 – Financial Performance

NSR* (₹ per case)



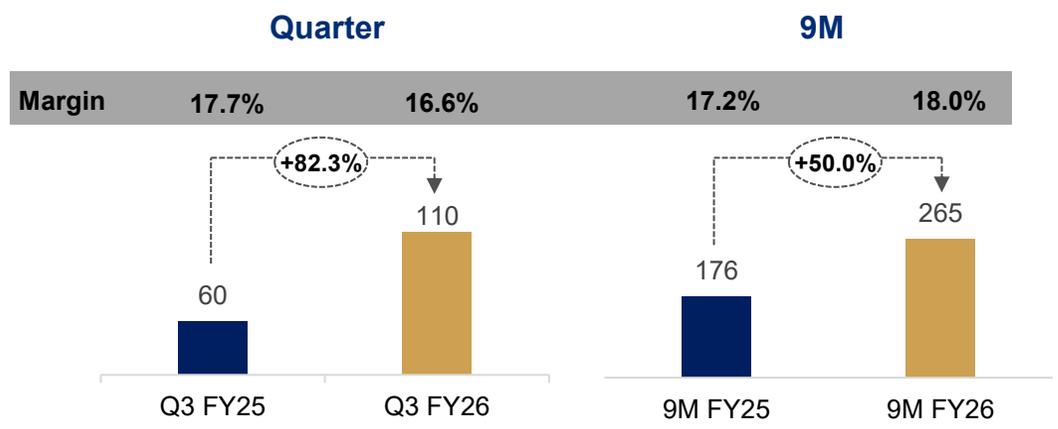
* Fall in NSR due to price reduction in Andhra Pradesh in Q3 FY25

Revenue (₹ crs)



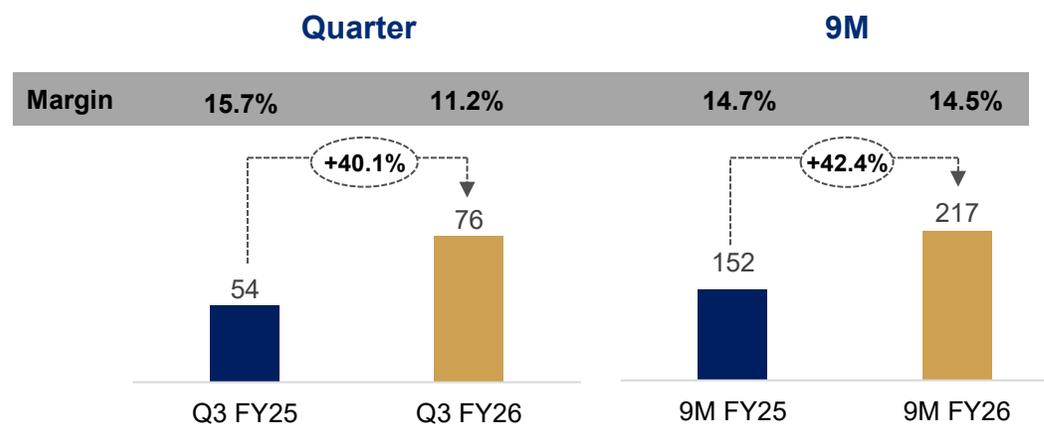
Note: Adjusted for the subsidy, YoY revenue growth for Q3 FY26 is 89.2% and for 9M FY26 is 39.5%

EBITDA (₹ crs) & EBITDA Margin (%)

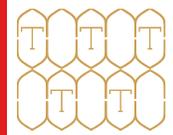


Note: Adjusted for the subsidy, YoY EBITDA growth for Q3 FY26 is 49.6% and for 9M FY26 is 28.5%. The margins for both the periods stand at 14.0% and 14.6% respectively.

PAT (₹ crs) & PAT Margin (%)



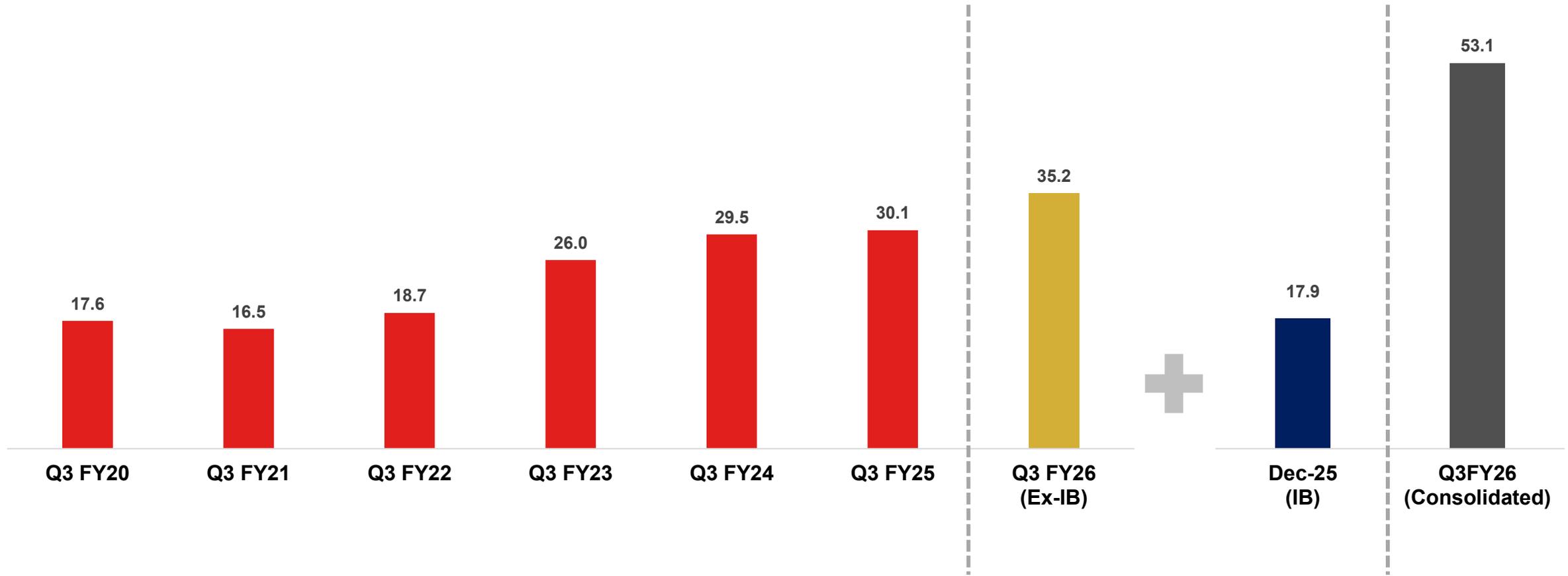
Note: Profit after tax excluding exceptional items of INR 169 crores and acquisition related amortization of INR 12 crores. Adjusted for the subsidy, YoY PAT growth of 3.6% in Q3 FY26 & 16.2% in 9M FY26



Sustained Volume Growth of 16.8% in Q3FY26 for TI Business (Ex-IB)



Quarterly volumes (lacs cases)

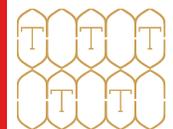




Income Statement

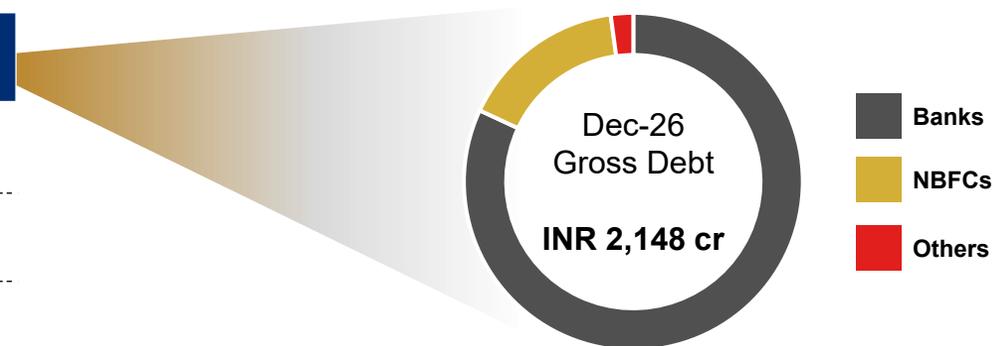
Particulars (₹ Crs)	Q3 FY26	Q3 FY25	Y-o-Y	Q2 FY26	Q-o-Q	9M FY26	9M FY25	Y-o-Y
Revenue from Operations (Gross)	1,453	805	80.4%	916	58.7%	3,232	2,293	40.9%
Excise Duty	789	465	69.8%	517	52.6%	1,761	1,265	39.2%
Revenue from Operations (Net)	664	340	95.0%	398	66.7%	1,471	1,028	43.1%
Cost of Material Consumed	467	210	122.8%	206	126.5%	882	566	55.9%
Change in Inventories	(131)	(27)	NM	0	NM	(143)	(46)	NM
Total Cost of Goods Sold	336	182	84.5%	206	63.2%	739	519	42.3%
Gross Profit	328	158	107.1%	192	70.4%	732	509	43.8%
Employee Expenses	24	14	70.4%	16	44.1%	54	41	31.2%
Other Expenses	194	84	130.9%	116	67.8%	413	291	41.9%
EBITDA	110	60	82.3%	60	82.7%	265	176	50.0%
EBITDA Margin (%)	16.6%	17.7%	(116 bps)	15.1%	145 bps	18.0%	17.2%	83 bps
Depreciation & Amortization	20	8	151.9%	7	166.4%	34	23	47.1%
EBIT	90	53	72.0%	53	71.1%	230	153	50.4%
EBIT Margin (%)	13.6%	15.4%	(184 bps)	13.3%	35 bps	15.7%	14.9%	77 bps
Finance Cost	39	2	NM	2	NM	44	10	NM
Other Income	13	4	222.7%	2	488.9%	19	9	109.2%
Exceptional Items ¹	(169)	0	NM	0	NM	(169)	0	NM
Profit Before Tax	(106)	54	NM	53	NM	36	152	(76.4%)
Tax	0	0	NM	0	NM	0	0	NM
Profit after Tax before Share of Profit/(Loss) of Associate	(106)	54	NM	53	NM	36	152	(76.4%)
Share of Profit/(Loss) of Associate	0	0	NM	0	NM	0	0	NM
Profit After Tax	(105)	54	NM	53	NM	36	152	(76.5%)
Profit After Tax excl. Exceptional Items	64	54	18.7%	53	21.5%	205	152	34.8%
PAT Margin (%) excl. Exceptional Items	9.5%	15.7%	(620 bps)	13.2%	(369 bps)	13.8%	14.7%	(90 bps)
Reported Diluted EPS (As per Profit after Tax)	(4.67)	2.77	NM	2.69	NM	1.66	7.83	(78.8%)

Note: (1) Includes INR 22 crores of TSMA / TSSA costs, INR 116 crores of transaction costs and INR 30 crores of hedging cost



Current Gross and Net Debt Position

Particulars (INR crores)	Dec-24	Sep-25	Dec-25
Term Loan ¹	-	-	2,038
Working Capital Loan	-	-	63
Others	45	47	46
Total Gross Debt	45	47	2,148
Cash & Cash Equivalents	76	1,133	622
Total Net Debt	(31)	(1,086)	1,526



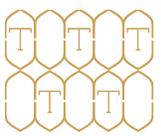
Key Lenders



Salient Features of the Term Loan

- Term loan is for a period of 6 years of which the initial 2 years have a principal moratorium
- Post-moratorium, the loan has a balloon repayment structure, with 65% of the principal repayment to be made in the 6th year
- The effective interest rate on the above term loan is ~10%-11%

Note: (1) Loan amount of INR 2,100 crores is adjusted for arranger fees, professional fees, etc.



TI Journey Over the Years

2008 - 2014 **2014 - 2017** **2018 - 2024** **2025 Onwards**

- Acquired various bottling plants as subsidiaries across multiple states
- Commissioned expansion and set-up of new distillery

- Expansion projects stalled
- Default of repayments
- Sale of Goa bottling plant

- Restructuring of debt with EARC and one-time settlements
- Raised ₹ 310 crs+ via pref issues
- Achieved net debt free status

- CRISIL reaffirms A-/Stable rating
- Increased stake in Spaceman Spirits Lab
- Acquired Imperial Blue business

Turnaround and Expansion Strategy

- Focus away from cheap brands and increase share of P&A
- Reduction in long-gestation capex
- Focus on asset-light model

- Identification of core strength areas and increased focus on Brandy
- Getting market share from other categories + other brandy players

- Focus on becoming Pan-India and Pan-category player
- Entering into niche segments / craft play + luxury launches

Share of P&A Volumes for TI



Preferential Issues in 2021 – 2022

Month	Funds Raised	Investors
Dec-21	INR 126 crores	Lotus Family Trust, Promoter Group
Jun-22	INR 85 crores	Channel Partners
Dec-22	INR 100 crores	Think Investments

Select Key Investors in 2025 Preferential Issue

Promoter Group, Axana Estates, QRG Investments, and many more reputed investors and family offices



Proven Leadership to Deliver Continued Success



Amit Dahanukar
Chairman & Managing Director



Shivani Dahanukar
Executive Director



Rajesh Choudhary
Chief Financial Officer
30+ yrs experience in Finance at Pernod Ricard, Flipkart and Perfetti Van Melle



Ahmed Rahimtoola
Chief Marketing Officer
14+ yrs with Allied Blenders & Distillers



Ameya Deshpande
Chief Strategy Officer
Previously Investment Banker with Deutsche Bank and BNP Paribas & Co-founder at Authenticcook



Nishant Jain
Chief Sales Officer
25+ years of alcobev experience with Pernod Ricard, ABD and Inbrew Beverages



Abhinav Gupta
Chief of Internal Audit
Previously with Trident Limited & SBI Caps



Ishwindar Singh
Senior Vice President - Marketing
26+ yrs experience, previously with Pernod Ricard head Imperial Blue Brand



Yuvraj Singh Som
Vice President – Commercial & Operations
13+ yrs with Radico Khaitan



Tarun Behl
Vice President – Manufacturing & Projects
23+ yrs of alcobev experience In United Spirits/Diageo India, Shaw Wallace



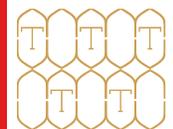
Minuzeer Bamboat
Company Secretary & Compliance Officer, Head - Legal
21+ yrs experience



Sai Amrutkumar Vegiseti
Chief Information Officer
11+ years of experience, last stint with ABD

Updates on Imperial Blue Acquisition





Transformational Opportunity Marking a Strategic Expansion

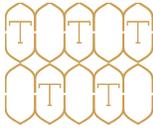
Acquisition of Imperial Blue Business Undertaking from Pernod Ricard completed on 30th November 2025

Particulars	INR crores
(A) Consideration paid to Pernod Ricard ¹	3,260
(B) Deferred Consideration	290
(C) Total Consideration (A + B)²	3,550

Particulars (LTM Mar-25)	INR crores
Revenue ³	3,067
EBITDA ³	360
EBITDA margin	11.7%



Note: (1) Base consideration, doesn't include closing adjustment of INR 182 crores (total payment of INR 3,442 crores made in Nov-25), INR 182 crores primarily includes inventory and prepaid expenses; (2) Excludes normalized working capital of appx. INR 800 crores; (3) As per carve-out financials



Transaction Perimeter



Trademarks

- **"Imperial Blue" and allied trademarks** including "Imperial Black", and "Imperial Red" brands globally
- Trademark license agreement for the use of **"Seagram's"** in connection with IB for a short transition period



Intellectual property

- **Blending recipe** for IB
- Rights and ownership of the **"Imperial Blue" trademarks, copyrights, technical know-how and goodwill** in relation to IB



Manufacturing footprint

- **Mix of owned and shared units** to support the continued volume production for IB
- Operations are supported by **22 manufacturing units during TSMA**
- **2 owned units and 2 exclusive units** being a part of Transaction perimeter post TSMA



Raw material supply

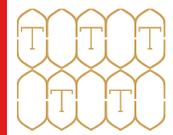
- **Long-term supply agreement** with Chivas Brothers for CAB (Concentrated Alcoholic Beverage), an essential raw material for manufacturing IB products
- Procurement arrangement can be **extended with mutual discussions** between the parties ensuring no disruption in business



Business continuity and support

- PRI transferred **certain resources** to TI as part of the transaction
- TI entered into a **TSMA & TSSA** with PRI for smooth transition of the business





Steps Taken by Tilaknagar Industries to Ensure Smooth Integration

1

Phased planning of state-wise exit from TSMA and label registration to ensure smooth transition and minimal business disruption (*significant exits to take place in Q4FY26*)

2

Hired Big 4 integration consultant for assistance with overall integration; boutique HR consultant to ensure cultural integration

3

Re-organization in mgmt. team in tandem with business requirement and increased scale of operations
Total Employee count increased from 388¹ to 752²

4

Entering into requisite bottling and vendor agreements to ensure no supply side risk post change-over

Key Cost Efficiency Areas During Integration

Savings from Day 1



Employee Cost: Existing team set-up in South India + efficient cost structures

Savings during & post-Integration Period (within 24 months)



Packaging: Identified non-disruptive initiatives for changes in packaging to reduce costs



Customs: Reduction in custom under India-UK FTA from 150% to 75% for scotch import



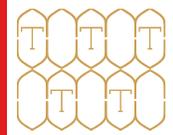
Bottling Charges: Entering new arrangement with bottlers



General, IT & Admin Overheads: Leaner cost structures

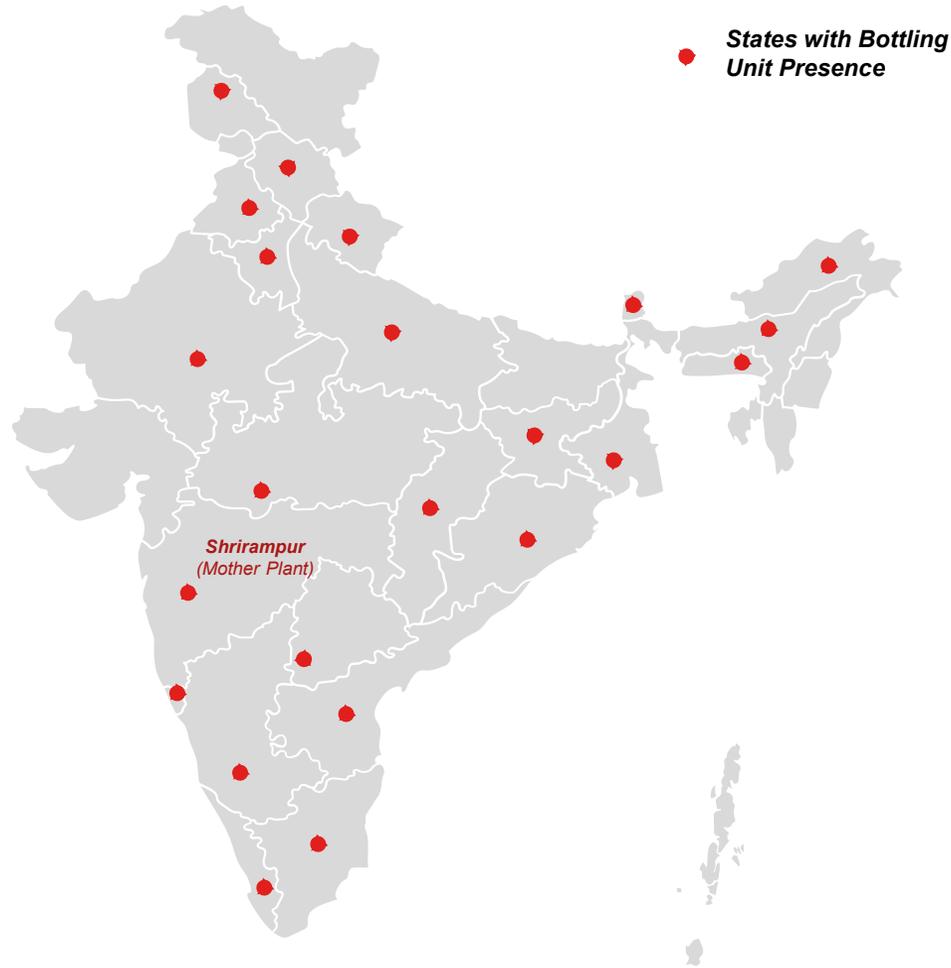
Cost savings will result in 225 – 350 bps in margin expansion on the acquired business

Note: (1) As of Mar-25; (2) As of Jan-26



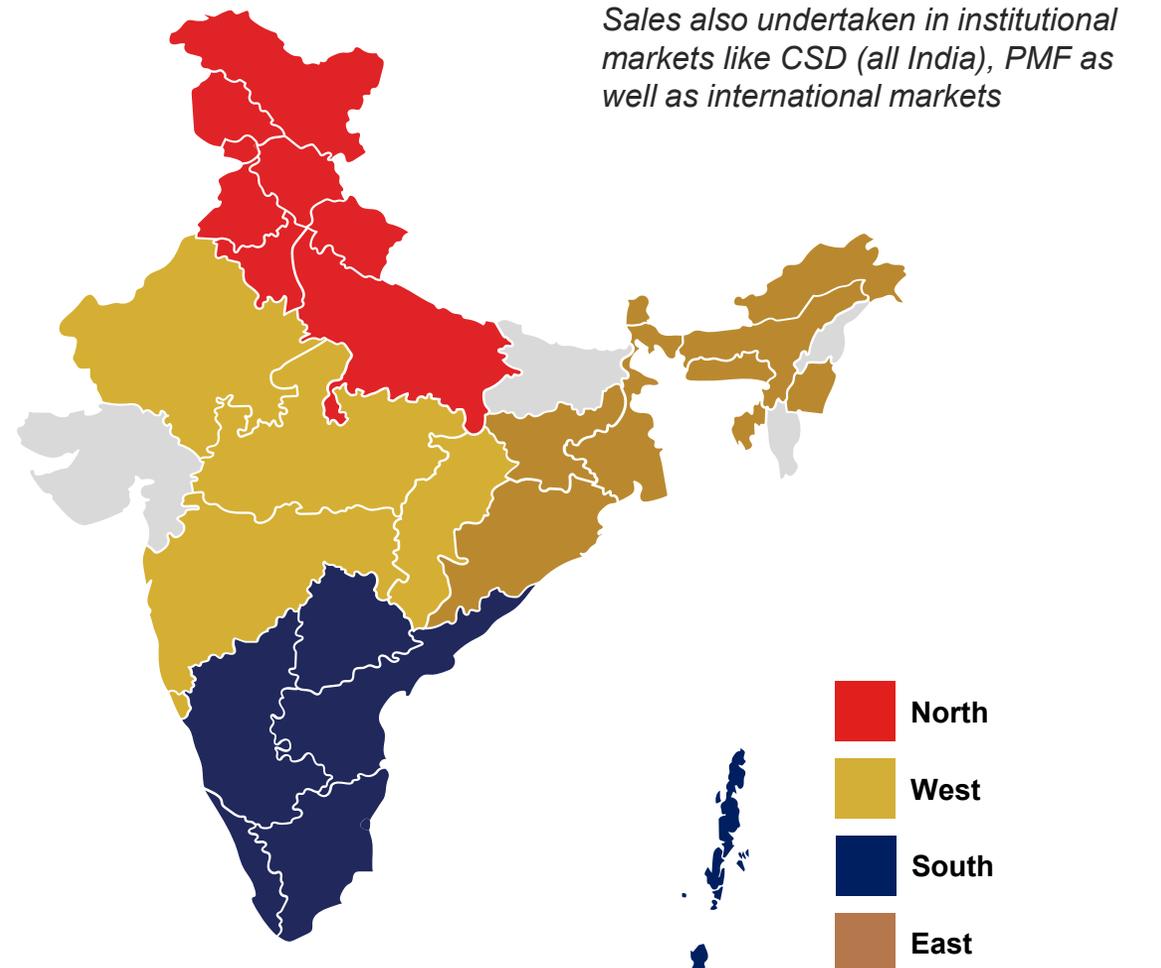
Geographical Footprint - Manufacturing and Sales

Production footprint



6 owned units (4 existing units + 2 units acquired with IB)

Sales territories



Potential to Capture Significant Growth and Cost Synergies

Growth synergies

-  Increased scale and cross-selling, access to export markets
-  Strong position in mass-prestige segment, boosting premiumization
-  Drive penetration, unlock underserved regions
-  Future ready formats
-  Distribution multiplier

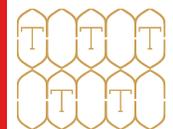
Cost synergies

-  Opportunities to reap operating leverage
-  Go-to-market and distribution network optimization
-  Potential scale efficiencies in areas such as advertising
-  Potential overhead and administration cost efficiencies

Multiple synergy levers to boost growth and enhance EBITDA margin

Strategy Ahead





Sanaya Dahanukar

“India is one of the fastest-growing premium spirits markets globally, expanding at over 11% CAGR. The launch of our luxury vertical, “House of TI”, was both strategic and timely. Monarch Legacy Edition helped us address a clear gap in the luxury brandy segment, building on our longstanding leadership in the category, while Seven Islands Pure Malt Whisky marks our confident entry into the premium whisky space as part of our broader whisky play.

Both brands have strong liquid credentials and distinct identities, and the early response has been very promising. We see this as the beginning of building a credible luxury portfolio alongside our stronghold in the mass to premium segment, across India and global markets.”



Ameya Deshpande

“Following the successful acquisition of Imperial Blue, we have commenced the integration process. Given the highly complementary nature of portfolios, we expect significant value creation through dual synergies: unlocking revenue growth via Imperial Blue’s pan-India distribution network and optimizing operational costs through structural efficiencies.

Simultaneously, in FY26 we have reinforced our commitment to the high-growth craft segment by increasing our stake in Spaceman Spirits Lab (“SSL”). Through a combination of organic launches and partnership with SSL, we aim to achieve a comprehensive footprint across luxury and super-premium categories.

We continue to actively evaluate scalable opportunities in the craft space to drive category expansion and enter new premium verticals.”

Imperial Blue will Strengthen TI's Portfolio, Providing Access to 200mn+ cases Opportunity...

Brandy

Category size: ~85 million



Monarch Legacy Edition



Mansion House Reserve Brandy



Mansion House Chambers



Mansion House Brandy



Mansion House Flandy



Courier Napoleon Brandy

Whisky

Segment size: ~55 million



Seven Island Pure Malt Whisky



Mansion House Whisky



Imperial Blue Imperial Black

Segment size: ~75 million

Gin, Rum & Vodka



Blue Lagoon Gin



Madiraa Rum

Spaceman Spirits Lab portfolio



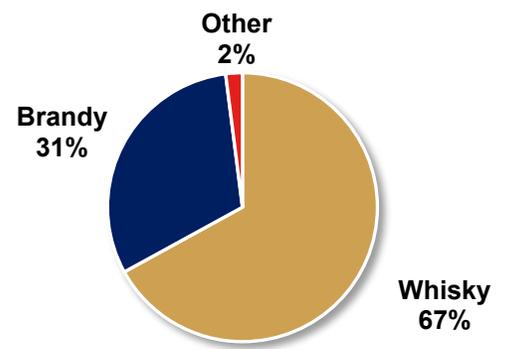
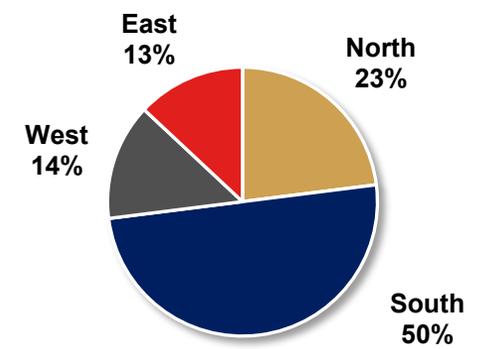
Samsara Gin



Sitara Rum



Amara Pink Vodka



Note: Data for LTM Mar-25

Note: Category / Segment size (in cases) as per Management estimates

...in Line with TI's Growth Strategy and Unlocking its Whisky Premiumisation Strategy

Enhance product portfolio

- **Build scale** to capture growth within the highly attractive Indian whisky market
- **Geographical presence** enables navigation through state-wise regulation and local constraints



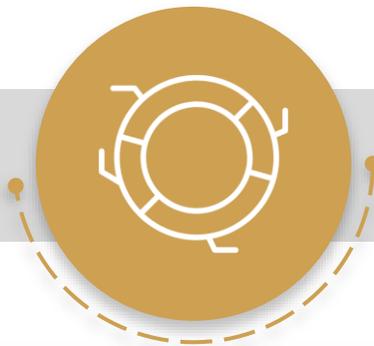
Achieve regional diversification

- **Complementary** geographic exposures within India
- **Strengthen** TI's presence in non-Southern regions of India



Explore new category opportunities

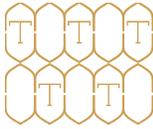
- **Diversify** the product portfolio of the company beyond brandy into all major categories
- **Build long-term value** by leveraging premiumisation strategy across the portfolio



Disciplined debt management

- Focus on **efficient deployment** of capital
- **Steady mix of debt and equity** maintained for the transaction





New Launches & Strategic Investments - Transformation of TI



Tilaknagar Industries

2 years ago

Brandy-first portfolio with regional concentration towards Southern India

- **90%+** volume saliency from Brandy
- **85%+** volume saliency from Southern India
- **2-brand** and **1-category** player



Strategic Investments



Spaceman Spirits

Entry into Craft Spirit space



Round The Cocktails

Entry into disruptive categories

Luxury Launches



Monarch Legacy Edition

Entry into Luxury Brandy Segment



Seven Islands Pure Malt Whisky

Entry into Luxury Whisky Segment

Inorganic Acquisitions



Imperial Blue Brands

3rd Largest IMFL Brand

Future Organic Launches in P&A Segment



New Launches

Presence across profitable price points with Pan India presence



Tilaknagar Industries

Journey Ahead

Pan-India Player with 2 of the largest brands in 2 of the largest IMFL Categories

- **65%+** and **30%+** volume saliency from Whisky and Brandy respectively ^(a)
- Seamless Integration of IB
- Meaningful play in super premium & luxury space

(a) Data for LTM Mar-25

AWARDS & RECOGNITION AND MARKETING INITIATIVES



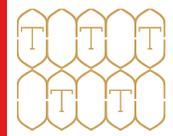
Introducing Seven Islands Pure Malt Whisky

A Tribute to Mumbai

An Indo-Scottish Pure Malt Whisky.

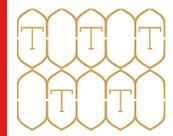
- TI makes its foray into the luxury whisky segment with Seven Islands Pure Malt Whisky.
- Before it became Mumbai, the city was seven islands joined by the sea. The whisky embodies this spirit of confluence.
- Malts from the Himalayas, Vindhyas, Speyside, and Lowlands – each adding distinct character.
- The brand was launched in Maharashtra in Nov-25 & was later introduced in Puducherry market. We will be launching it in more key markets in Q4 FY26.
- The MRP of Seven Island Pure Malt Whisky is ₹5,200 (750 ml) in Maharashtra





**Launched in
Maharashtra in
Nov-25**



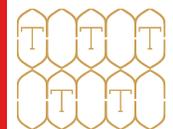


**Brandy
of the
Masses**



**God
of the
Masses**

**In Telugu markets, Mansion House & NBK
are instinctively associated with each other.**



NBK x Mansion House : Big Idea

Transforming NBK's power into a feeling of invitation—a call to open up, celebrate and embrace life with grandeur.

At its core, **"Dil Open Cheyyi. Life Welcome Cheyyi."** is a call to live life expansively.

The campaign encourages people to **embrace life with an open heart, to celebrate without inhibitions**, and to **extend warmth to those around them**—mirroring the values of togetherness and celebration that Mansion House stands for (**cue from "A Warm Welcome."**)

It's not just about enjoying a drink; it's about embracing the full spectrum of life's experiences with passion and openness.



Nandamuri Balakrishna (NBK) X Mansion House Campaign

The Alien Film, the final film in the Nandamuri Balakrishna (NBK) X Mansion House trilogy, leverages international-quality CGI and visual effects at scale. This campaign marks a first for Indian liquor advertising and reinforces the brand's differentiated positioning.



Van Activation across Andhra Pradesh

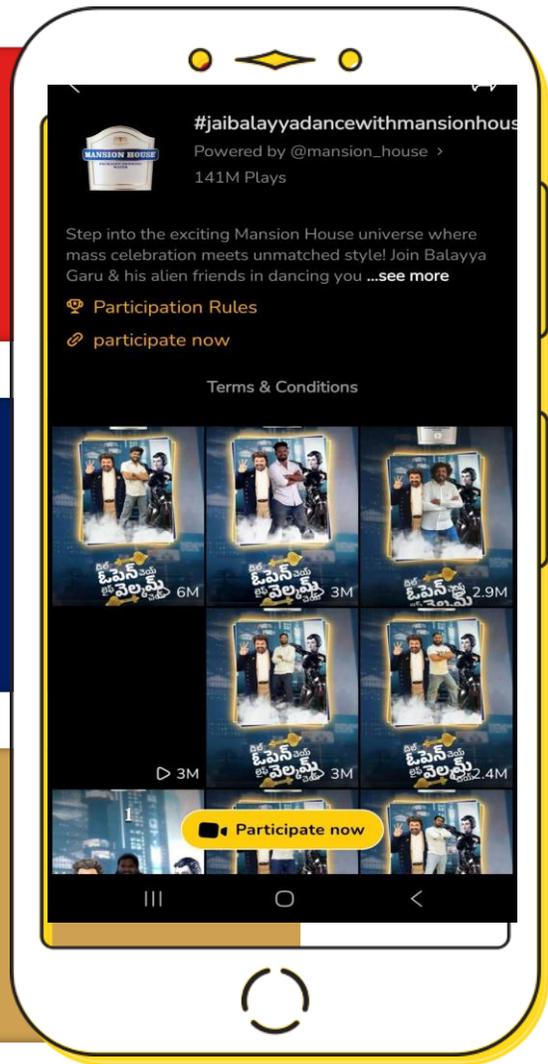


In-store Visibility

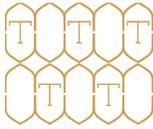
24.6K
ENTRIES

140+M
PLAYS

25
INFLUENCERS
ACTIVATED



UGC Influencer-led activity



On-Ground Activation for Mansion House Whisky



Orchid Music Festival – Sikkim

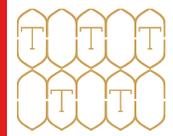


Sajjan Raj Vaidya Concert – Gangtok & Siliguri

Mansion House Whisky Durga Pujo Limited Edition Packaging

- Red, the symbolic colour of Maa Durga in the form of sindoor and alta, inspired our Limited Edition Pack this festive season in West Bengal
- The initiative has been warmly appreciated by the trade and consumers, standing out as the best in category on shelves





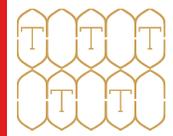
Sanaya Dahanukar, Marketing Manager at TI featured in an Angel One Podcast



Mansion House Whisky Social Media activation in West Bengal during Durga Pujo



Seven Islands Pure Malt Whisky Influencer Activations



Spaceman Spirits Lab (SSL) Portfolio

An exciting Indian Craft spirits play



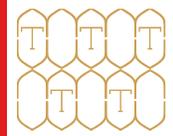
- ✓ In Q3 FY26, SSL expanded its domestic footprint with the launch of Samsara Gin, Sitara Rum, and Amara Vodka across Jharkhand, Chandigarh, and Madhya Pradesh markets
- ✓ Samsara Gin, Amara Vodka, and Sitara Rum were introduced in Travel Retail & Duty Free
- ✓ Sitara Rum was launched in Germany and Poland
- ✓ Under the usership agreement, TI has launched Samara Gin & Amara Vodka in Odisha & Puducherry markets along with introduction of SSL brands in certain international markets
- ✓ Samsara Gin has emerged as the most-followed homegrown gin on Instagram in India



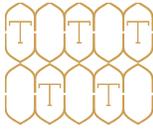
Monarch Legacy Edition × Bartisans: Golden Hour

A Strategic Collaboration to Extend Monarch into the Premium At-Home Cocktail Ecosystem

- Co-created artisanal cocktail mixer inspired by Monarch’s flavour profile and positioning (Saffron, Rose & Cardamom)
- Introduces a cocktail-led consumption format that complements Monarch’s core proposition
- Strengthens House of T’s luxury portfolio through a credible, craft-led partnership
- Launched in Dec 2025 on Bartisans D2C; quick commerce expansion planned
- Engages younger, cocktail-curious consumers without diluting brand equity



**Awards across
2023, 2024 & 2025
(till Dec'25)**



Won multiple awards at the 'Spiritz Conclave & Achievers' Awards 2025



Gold



Gold



Gold



Silver



Silver



Bronze



Bronze



Monarch Legacy Edition Brandy



Mansion House Orange Flavoured Brandy



Courier Napoleon Brandy Green



Mansion House Brandy



Mansion House Whisky



Mansion House Green Apple Flavoured Brandy



Courier Napoleon Brandy Red



Product debut of the Year – Whisky Category

Mansion House Whisky



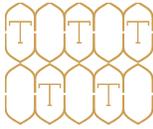
Product debut of the Year – Brandy Category

Mansion House Lemon Flavoured Brandy

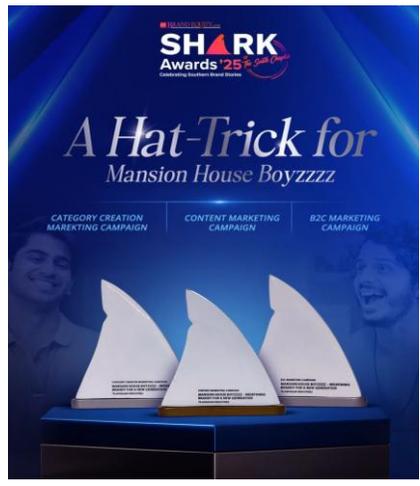


Best Brand Promotion & Campaign

Mansion House Boyzzzz



Awards for Mansion House Boyzzzz Campaign



Event

- Indian Content & Marketing Awards 2025

Brand

- Mansion House Brandy

Awards

- Gold** – Best Use of Regional Content
- Silver** – Best Use of Video in Content Marketing

Event

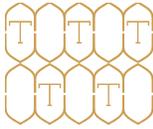
- ET Shark Awards '25 – The South Chapter

Brand

- Mansion House Brandy

Awards

- Gold** – Best Content Marketing Campaign
- Silver** – Category Creation Marketing Campaign
- Silver** – B2C Marketing Campaign



Courrier Napoleon continues to be 3rd fastest growing brandy globally in 2024...

...Mansion House Brandy continues to be largest selling brandy in India and 2nd largest globally



Growth rankings

9th

Fastest growing brandy globally

1st

Largest selling brandy in India

2nd

Largest selling brandy globally

7th

Largest selling spirits brand in India

29th

Largest selling spirits brand globally

Volume rankings



Growth rankings

3rd

Fastest growing brandy globally

13th

Fastest growing spirits brand globally

Volume rankings

3rd

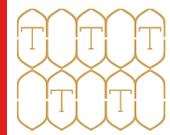
Largest selling brandy in India

5th

Largest selling brandy globally

Annexures



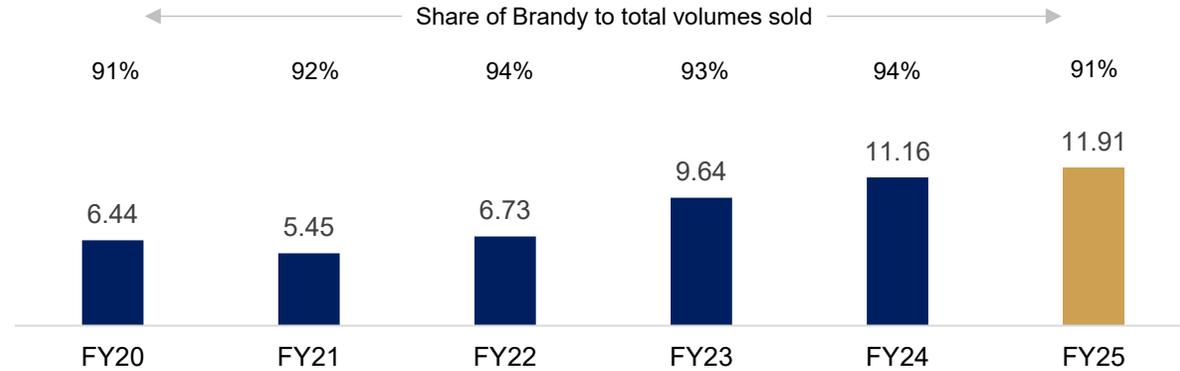


Improving business fundamentals

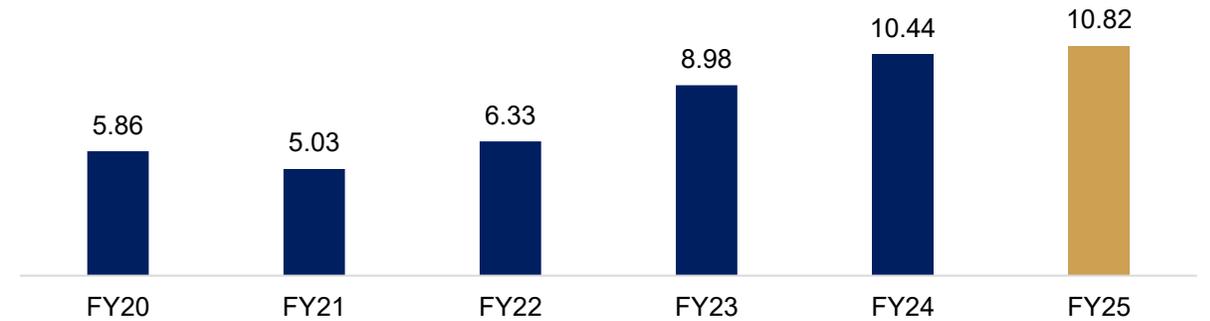
Premiumisation strategy to enhance margins and cash flows



Total Volumes Sold (mn cases)



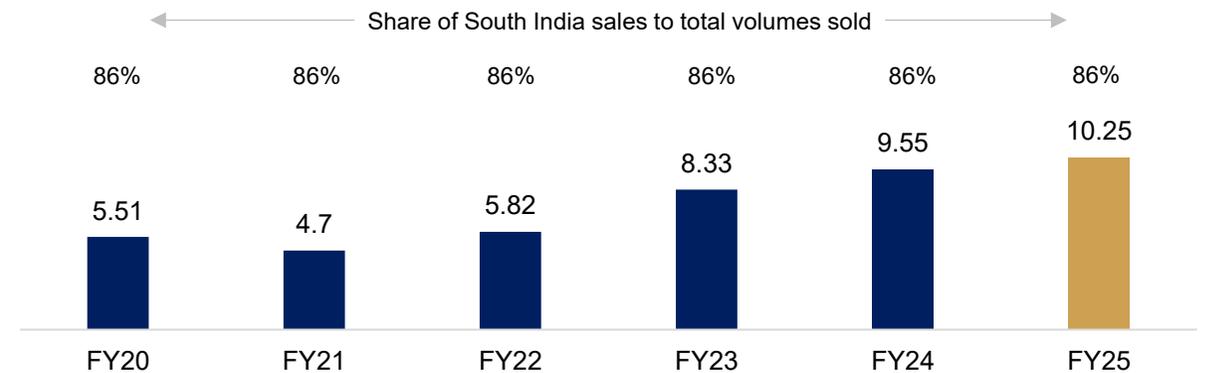
Brandy Sales (mn cases)

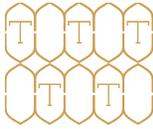


NSR per case (₹)



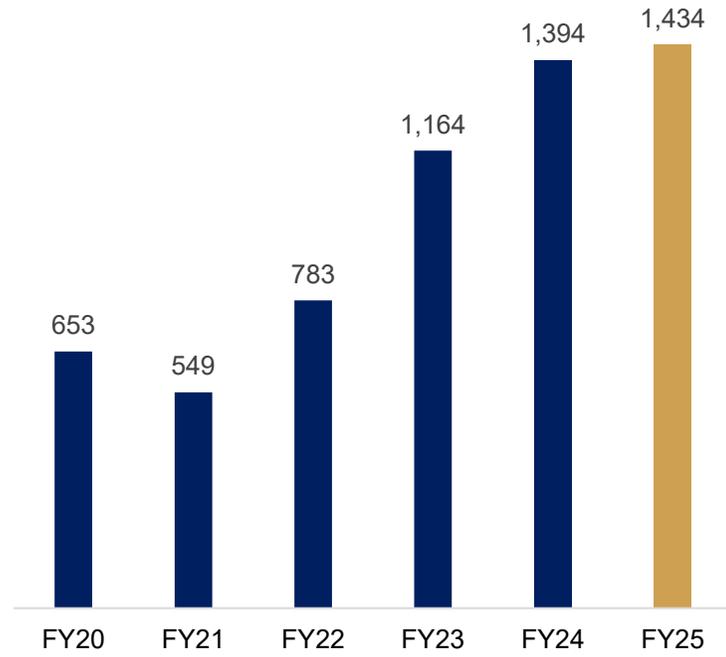
Robust sales in South India (mn cases)



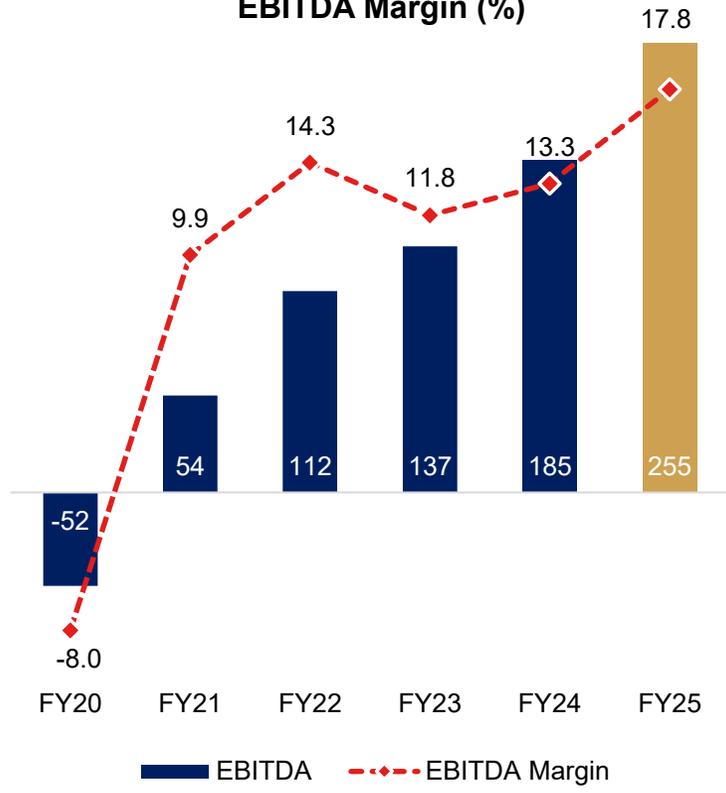


Focus on margins and cashflows

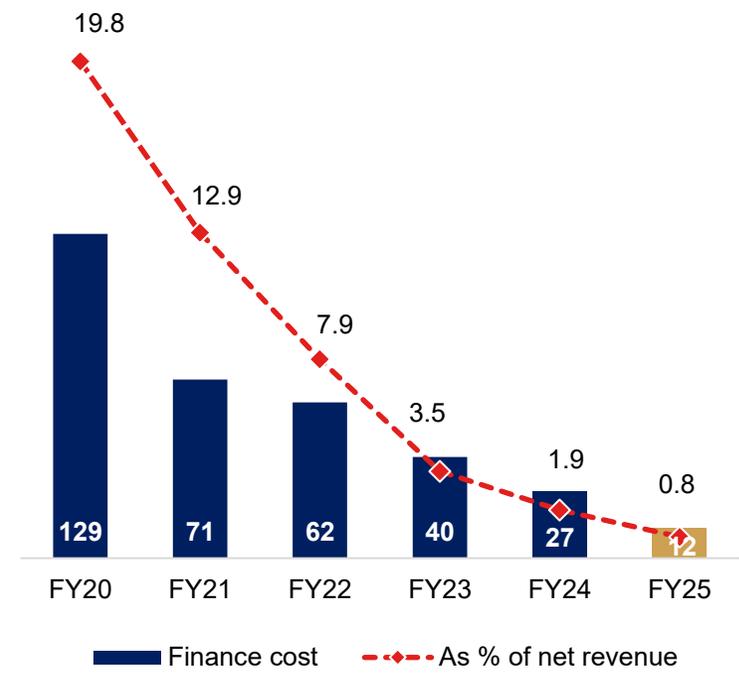
Net Revenues (₹ Crs)



EBITDA (₹ Crs) and EBITDA Margin (%)



Finance Cost (₹ Crs) and As % of Net Revenues



(a) EBITDA for FY20 is not comparable due to write-offs impacting EBITDA

For further information, please contact:

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Thank You

