

Tilaknagar Industries Limited

Earnings Presentation – Q4 & FY26



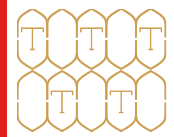


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Q4 & FY26 PERFORMANCE





Transitioning Underway. Clear Priorities.



Mr. Amit Dahanukar
Chairman & Managing Director

Happy to share that the Board of Directors has recommended Dividend of Re. 1 per equity share for FY 2025-26 to the members at the ensuing Annual General Meeting

“ I am happy to announce that we have reached a sales volume of ~20 mn cases in FY26 including 4 months of Imperial Blue under TI ownership, with Mansion House Brandy reaching a record 10 mn cases sale in FY26, cementing its position as India’s largest P&A brandy. We have delivered a YoY volume growth of 68% for FY26 on combined business, wherein the ex-IB business has delivered a 14% growth in FY26 vs FY25.

Q4 FY26 was the first full quarter of IB operations under TI ownership. Volumes grew by 135% YoY to cross 8 mn cases for the combined business. During the quarter, IB business (ex-Maharashtra) grew at 9% in volume terms compared to Q4 FY25.

With a large part of manufacturing transition already completed or planned, and the entire team built across functions, our immediate target as an organization for the next 3 years is broadly divided into 4 parts:

1. Continue our journey to generate and fulfil demand for our brands – **deliver a double-digit volume growth**
2. Optimize packaging, processes & supply chain and reap benefits of operating leverage & economies of scale – **achieve an EBITDA margin of 16-18% on combined business**
3. Focus on efficient capital deployment, disciplined debt management and working capital investments – **reduce Net Debt / EBITDA below 1.0x**
4. Ride on the Pan-India distribution strength of Imperial Blue and Mansion House franchises to expand the luxury and premium portfolio, both - owned by TI and our strategic investments

As a run-up to Q1 FY27, I wanted to also update on the integration of Imperial Blue business. We have now exited TSMA for ~75% of the IB business, and have now taken over manufacturing operations in these states. The remaining states are expected to come into TI over the next few quarters. We have commenced production in all states where we exited TSMA at the end of Q4 FY26. We went through small business disruptions in the first couple of weeks of April 2026; but have bounced back in May with record sales for IB under TI ownership.

In terms of margins, we do expect some pressure on input costs on account of current geo-political tensions; but are hopeful that this impact will be short lived.

Our guidance for FY27 and the next 3 years remain unchanged, both on volume and margin front.”

A WARM WELCOME NOW 10M CASES STRONG.

Mansion House Brandy records sales
of 10M cases in FY 25-26

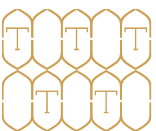


Mansion House Hits 10 Mn Cases

- ✓ **Sales Milestone** - Mansion House Brandy surpassed 10 million cases in sales in FY26, up from 8.7 million cases in FY25
- ✓ **Portfolio Strength** - Presence across multiple price points & product segments
- ✓ **Category Leadership** - As India's leading brandy player, TI continues to drive category innovation through a strong and evolving portfolio

Recent Awards

- World's Best Speciality Brandy (World Drinks Awards 2025)
- Spirits Achiever Awards – Blind Tasting 2025
- India's top selling premium brandy (Drinks International 2024)



Key Highlights – Q4 FY26 and FY26

Q4 FY26

Volumes

—
8.0 mn cases

134.7%
increase YoY

Revenue^{1,2}

—
INR 941 crore

154.0%
increase YoY

NSR¹

—
INR 1,177 /case

5.4% increase
YoY

EBITDA^{1,2}

—
INR 146 crores

15.5% margin

PAT^{1,2,3}

—
INR 74 crore

7.8% margin

Volume & Revenue Performance – Q4 FY26 and FY26

Cases (in mn)	Q4 FY26		FY26	
	Absolute	YoY Growth	Absolute	YoY Growth
IB	4.6	NA ⁴	6.4	NA ⁴
Ex-IB	3.4	0.2%	13.6	14.0%
Total	8.0	134.0%	20.0	67.6%

Net revenue¹ of INR 949 crore in Q4 FY26 (YoY growth of 147.5%); INR 2,346 crore in FY26 (YoY growth of 69.9%)

- NSR¹ for the combined business stands at INR 1,177 in Q4 FY26
- Net revenue (adjusted for subsidy) growth of 68.6% YoY in FY26

Profitability Performance – Q4 FY26 and FY26

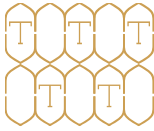
Q4 FY26 EBITDA^{1,2} of INR 146 crore and PAT^{1,2,3} of INR 74 crore

- EBITDA margin at 15.5%; PAT margin at 7.8%
- YoY EBITDA growth of 123.5%; PAT growth of 14.8%

FY26 EBITDA^{1,2} of INR 352 crore and PAT^{1,2,3} of INR 232 crore

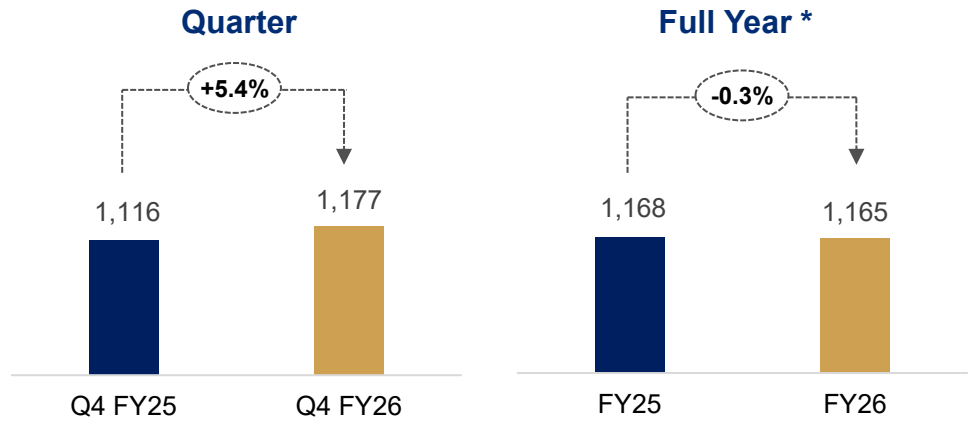
- EBITDA margin at 15.5%; PAT margin at 9.7%
- YoY EBITDA growth of 55.9%; PAT growth of 15.7%
- A&P reinvestment rate (as % of subsidy-adjusted net revenue) increased from 1.1% in FY25 to 1.6% in FY26

Note: (1) Revenue (including past period for comparison) have been restated for change in presentation / disclosure which has been explained in Slide 8; (2) Adjusted for subsidy income; (3) Adjusted for exceptional items of INR 63 crores and amortization on intangible assets related to acquisition of INR 35 crores; (4) Acquisition of Imperial Blue was completed in Nov-25, hence, the YoY growth is not applicable



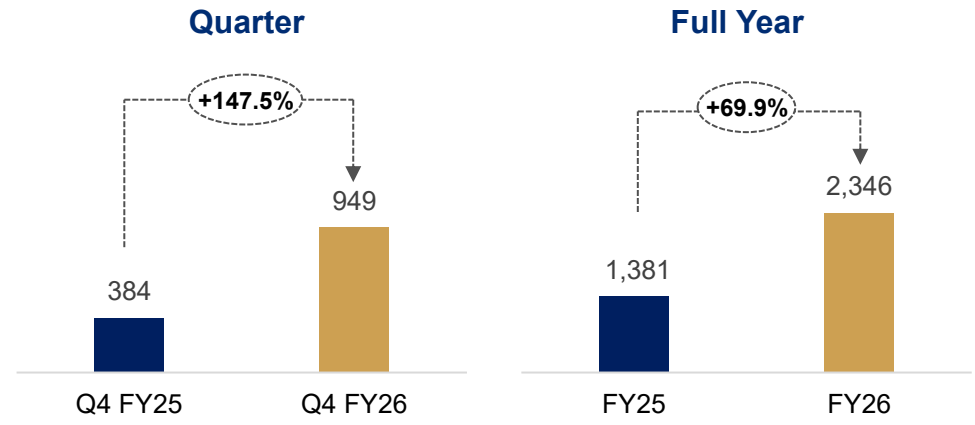
Q4 & FY26 – Financial Performance

NSR (₹ per case)



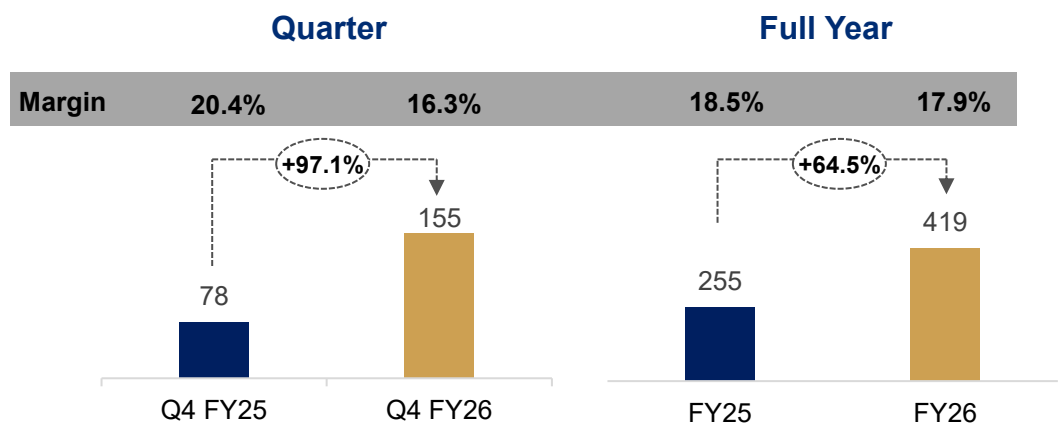
* Fall in NSR due to price reduction in Andhra Pradesh in Q3 FY25

Revenue (₹ crs)



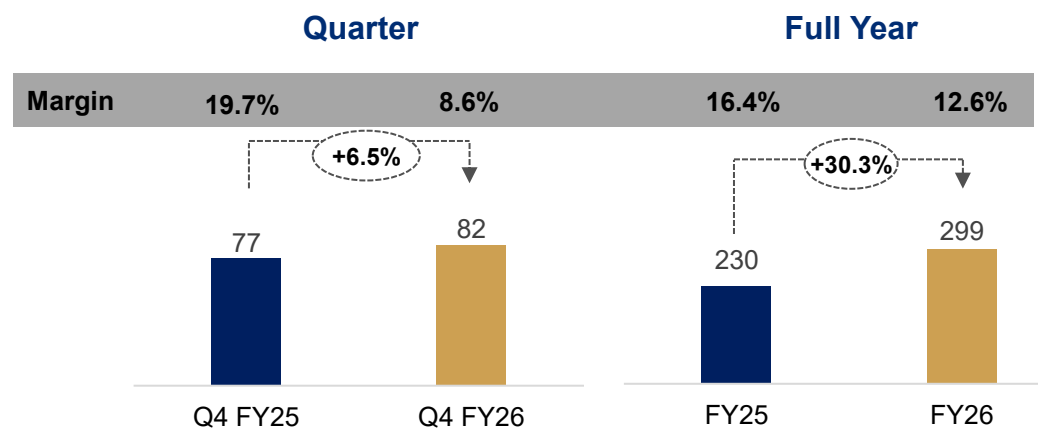
Note: Adjusted for the subsidy, YoY revenue growth for Q4 FY26 is 154.0% and for FY26 is 68.6%

EBITDA (₹ crs) & EBITDA Margin (%)

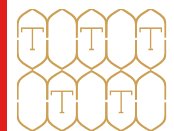


Note: Adjusted for the subsidy, YoY EBITDA growth for Q4 FY26 is 123.5% and for FY26 is 55.9%. The margins for both the periods stand at 15.5%.

PAT (₹ crs) & PAT Margin (%)



Note: Profit after tax excluding exceptional items of INR 63 crores and acquisition related amortization of INR 35 crores in Q4 FY26. Adjusted for the subsidy, YoY PAT growth of 14.8% in Q4 FY26 & 15.7% in FY26



Change in Presentation / Disclosure of Selling Expenses

Rationale for Change

- Current presentation / disclosure change relates to the treatment of selling expenses¹ which was earlier shown under Other Expense, and will now be shown as a reduction from Gross Revenue
- The change has been made post acquisition of Imperial Blue as the business has expanded into multiple non-corporation market states
- Earlier presentation was carried out as majority business (85%+) was in corporation market states where the timing of selling expenses¹ is not always in line with revenue recognition, hence was shown under Other Expense
- As the business has now expanded significantly into non-corporation markets as well, management has taken the view to update the presentation / disclosure in line with future prospects and better comparability with peers

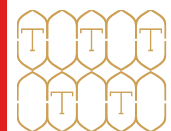
Note: (1) Refers to discounts, schemes and similar incentives provided to customers and distributors which are directly attributable to the sales transaction

Illustration and Impact of Change

Numbers in the face of financials

INR	Impact	Old Presentation	New Presentation
Gross Revenue	No Change	200	200
Less: Selling Expenses ¹	↑	-	(10)
Adj. Gross Revenue	↓	200	190
Less: Excise Duty	No Change	(100)	(100)
Net Revenue	↓	100	90
COGS	No Change	50	50
Gross Profit	↓	50	40
<i>GP Margin (on Net Rev.)</i>	↓	50%	44%
Other Operating Costs	↓	35	25
EBITDA	No Change	15	15
<i>EBITDA Margin (on Net Rev.)</i>	↑	15%	17%

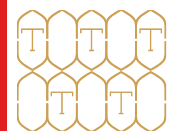
Note: Above table and figures mentioned are just for illustration purposes



Income Statement

Particulars (₹ Crs)	Q4 FY26	Q4 FY25	YoY	Q3 FY26	QoQ	FY26	FY25	YoY
Revenue from Operations (Gross)	2,090	859	143.3%	1,412	48.0%	5,248	3,121	68.1%
Excise Duty	1,141	475	139.9%	789	44.5%	2,092	1,740	66.7%
Revenue from Operations (Net)	949	384	147.5%	623	52.5%	2,346	1,381	69.9%
Cost of Material Consumed	466	199	134.6%	467	(0.1%)	1,348	765	76.3%
Change in Inventories	49	9	446.2%	(131)	NM	(93)	(37)	NM
Total Cost of Goods Sold	516	208	148.1%	336	53.4%	1,255	727	72.5%
Gross Profit	434	176	146.8%	286	51.4%	1,091	653	67.0%
Employee Expenses	43	14	212.4%	24	81.2%	97	55	76.4%
Other Expenses	236	84	182.6%	153	54.6%	575	343	67.3%
EBITDA	155	78	97.1%	110	40.5%	419	255	64.5%
EBITDA Margin (%)	16.3%	20.4%	(416 bps)	17.7%	(139 bps)	17.9%	18.5%	(59 bps)
Depreciation & Amortization	46	7	527.0%	20	132.7%	80	31	161.3%
EBIT	109	71	53.3%	90	20.6%	340	224	51.3%
EBIT Margin (%)	11.5%	18.6%	(707 bps)	14.5%	(304 bps)	14.5%	16.3%	(178 bps)
Finance Cost	69	2	NM	39	75.6%	113	12	NM
Other Income	7	8	(17.1%)	13	(44.7%)	26	18	48.5%
Exceptional Items	(63) ¹	0	NM	(169) ²	NM	(232)	0	NM
Profit Before Tax	(15)	77	NM	(106)	NM	21	230	(91.0%)
Tax	0	(0)	NM	0	NM	0	0	NM
Profit after Tax before Share of Profit/(Loss) of Associate	(15)	77	NM	(106)	NM	21	230	(91.0%)
Share of Profit/(Loss) of Associate	0	0	NM	0	204.8%	0	0	NM
Profit After Tax	(15)	77	NM	(105)	NM	21	230	(90.9%)
Profit After Tax excl. Exceptional Items	48	77	(38.4%)	64	(25.6%)	253	230	10.1%
PAT Margin (%) excl. Exceptional Items	5.0%	19.7%	NM	10.1%	(510 bps)	10.7%	16.4%	(576 bps)
Reported Diluted EPS (As per Profit after Tax)	(0.60)	3.98	NM	(4.67)	NM	0.96	11.81	(91.9%)

Note: (1) Includes INR 43 crores of TSMA / TSSA costs, INR 8 crores of transaction integration costs and INR 12 crores in relation to changes in labor code; (2) Includes INR 22 crores of TSMA / TSSA costs, INR 116 crores of transaction costs and INR 30 crores of hedging cost

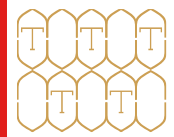


Balance Sheet

Particulars (₹ Crs)	As at Mar-26	As at Mar-25
EQUITY & LIABILITIES		
Equity		
(a) Equity share capital	247	194
(b) Other equity	2,735	689
Total Equity	2,982	882
Liabilities		
Non-Current Liabilities		
Financial liabilities		
(i) Borrowings	2,028	11
(ii) Lease liabilities	4	1
(iii) Other Financial Liabilities	247	49
Provisions	22	5
Total Non-Current Liabilities	2,301	65
Current Liabilities		
Financial liabilities		
(i) Borrowings	267	32
(ii) Lease liabilities	2	1
(iii) Trade payables; total outstanding dues of		
(a) micro enterprises and small enterprises	42	45
(b) creditors other than micro enterprises and small enterprises	295	103
(iv) Other financial liabilities	68	33
Other current liabilities	98	11
Provisions	105	41
Total Current Liabilities	877	265
Total Equity & Liabilities	6,160	1,213

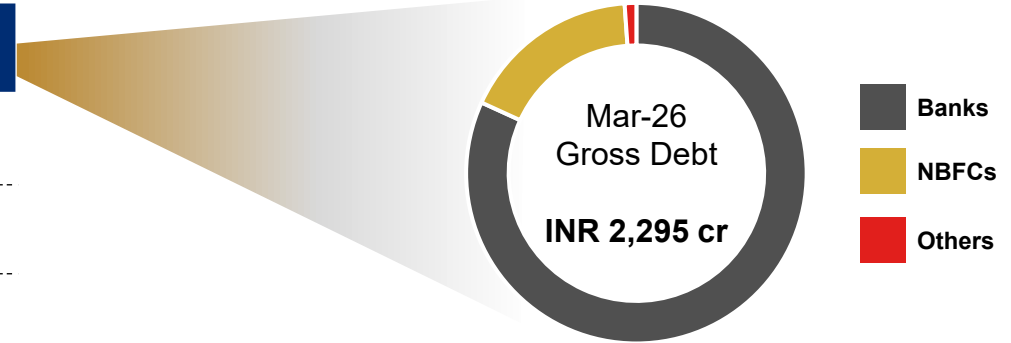
Particulars (₹ Crs)	As at Mar-26	As at Mar-25
ASSETS		
Non-Current Assets		
Property, plant and equipment	493	368
Goodwill	95	0
Other Intangible Assets	3,178	0
Capital work-in-progress	60	3
Right of use assets	6	1
Financial Assets		
(i) Investments	32	21
(ii) Loans	0	0
(iii) Other Financial Assets	52	63
Non-Current Tax Assets (Net)	9	5
Other non-current assets	44	5
Total Non - Current Assets	3,966	468
Current Assets		
Inventories	402	165
Financial Assets		
(i) Investments	0	9
(ii) Trade receivables	1,272	411
(iii) Cash and cash equivalents	218	16
(iv) Other bank balances	142	87
(v) Loans	0	0
(vi) Other financial assets	1	8
Other current assets	156	50
Total Current Assets	2,190	745
Total Assets	6,160	1,213

Particulars (₹ Crs)	Year ending Mar-26	Year ending Mar-25
Cash Flow from Operating Activities		
Profit before Tax	21	230
Adjustment for Non-Operating items	188	47
Operating Profit before Working Capital Changes	208	277
Changes in Working Capital	-649	-99
Less: Direct Taxes paid	-4	0
Net Cash from Operating Activities	-445	178
Net Cash from Investing Activities	-3,570	-77
Net Cash from Financing Activities	4,217	-94
Net increase / (decrease) in Cash & Cash equivalent	202	7
Opening cash and cash equivalents	16	9
Closing cash and cash equivalents	218	16



Current Gross and Net Debt Position

Particulars (INR crores)	Mar-25	Mar-26
Term Loan ¹	0	2,040
Working Capital Loan	0	230
Others	42	25
Total Gross Debt	42	2,295
Cash & Cash Equivalents	150²	384²
Total Net Debt	(107)	1,911



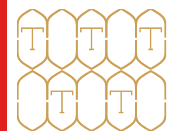
Key Lenders



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.; (2) Includes cash & cash equivalents, bank balances, short term bank deposits, term bank deposits and investment in liquid securities



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



Ina Bajwa
Chief People Officer
20+ yrs experience, previously with Tata Group & Landmark Group



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



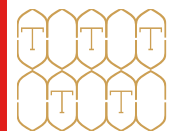
Tarun Behl
Vice President – Manufacturing & Projects
23+ yrs of alcobev experience In United Spirits/Diageo India, Shaw Wallace



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



FY25

FY26

~350 Employees



850+ Employees

7 Offices



11 Offices

21 Units



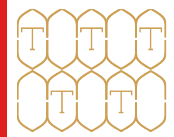
40+ Units

Key Actions Undertaken to Ensure Cultural Integrations

- ✓ Detailed review of employee related policies and benefits package while ensuring cost levels remain stable
- ✓ Undertaking several initiatives to retain and hire from high-quality talent pool
- ✓ Carried out detailed conversations and talent mapping for employees transferred as a part of IB acquisition
- ✓ Held multiple townhalls and leadership sessions to ensure alignment on organization goals and company's long-term vision
- ✓ Organized training sessions to ensure successful change management to new processes commensurate with increased operations

Salient Updates

- ✓ Hiring completed for key leadership positions: Chief Sales Officer, Chief People Officer and Head of Quality
- ✓ Carried out relevant changes in responsibilities and functional reporting, both at top and mid-management level to facilitate achievement of objectives



Key Updates on Integration

75%

IB volumes under TI operations (balance still under TSMA)

3 States

Remain under TSMA (max Q4 FY27 exit)

~INR 14 cr

Avg. monthly TSMA expenses in Q4 FY26; down from INR 22 cr in Q3 FY26

40+ Units

Post TSMA exit for steady state business

Big 4 Advisor

Integration consultant for smooth transition

Cost Optimization Initiatives

Savings from Day 1 of Acquisition

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



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



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

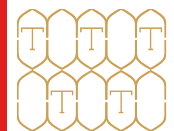


Bottling Charges: Entering new arrangement with bottlers



General, IT & Admin Overheads: Leaner cost structures

Cost savings will result in 250 – 400 bps in margin expansion on the acquired business



Government Nod Received for Expanded Capacity in Andhra Pradesh

Six-Fold Expansion | Boost Cost Efficiencies | Bolster Supply Security

6x

CAPACITY INCREASE

6 Lakh → 36 Lakh Cases Per Annum

₹59 Cr¹

CAPEX INVESTMENT

100% Investment Completed

~50%

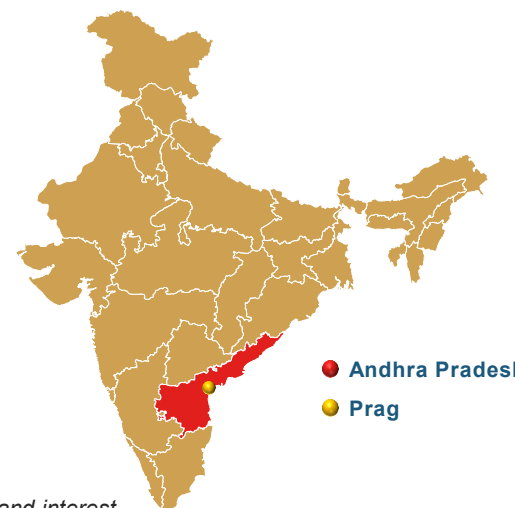
AP VOLUME COVERAGE

Prag to cover ~50% of TI's AP requirements



KEY HIGHLIGHTS

- Andhra Pradesh ("AP"): 40 mn case IMFL market, growing at 15% p.a., one of India's fastest growing alcobev markets
- TI is the #1 player in Prestige & Above segment in AP with ~41% market share
- Leading brands: Mansion House Brandy, Imperial Blue Whisky & Courier Napoleon Brandy
- Expansion to drive meaningful cost efficiencies, margin improvement & enhanced profitability
- Expected savings of INR 10 crore on annual basis

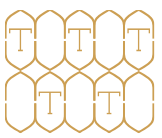


AP MARKET 40 mn Cases (FY26)

15% Annual Growth

#1 TI P&A Share

Note: (1) Includes INR 34 crores in license fees and interest



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

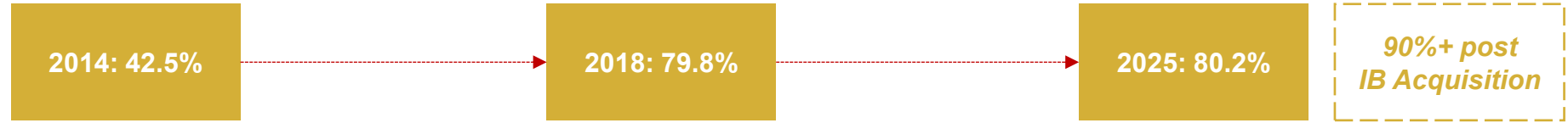
Turnaround and Expansion Strategy

- 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

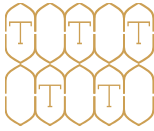


Preferential Issues in 2021 – 2022

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



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

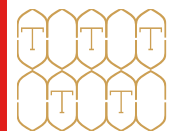
Pan-India Player with 2 of the largest brands in 2 of the largest IMFL Categories

- **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

Strategy Ahead





Nishant Jain
Chief Sales Officer

“Our 5-year strategy is essentially built on 3-pillars. First, regain the legacy of Imperial Blue and reach peak market share which IB was commanding in the last decade. Second, we plan on utilizing IB as our premiumization lever and use its distribution strength to proliferate our premium brands. We plan to expand the presence of Seven Islands Pure Malt Whisky and SSL portfolio under the usership agreement in 10+ states over next 12-18 months. Lastly, we are confident to deliver growth in P&A brandy and continue as the category leaders while ensuring brandy gets its “Share of Voice”.

We have built a full-stack sales team across India, with all major cluster heads having worked extensively across segments from mass prestige to luxury price points in their respective regions.”



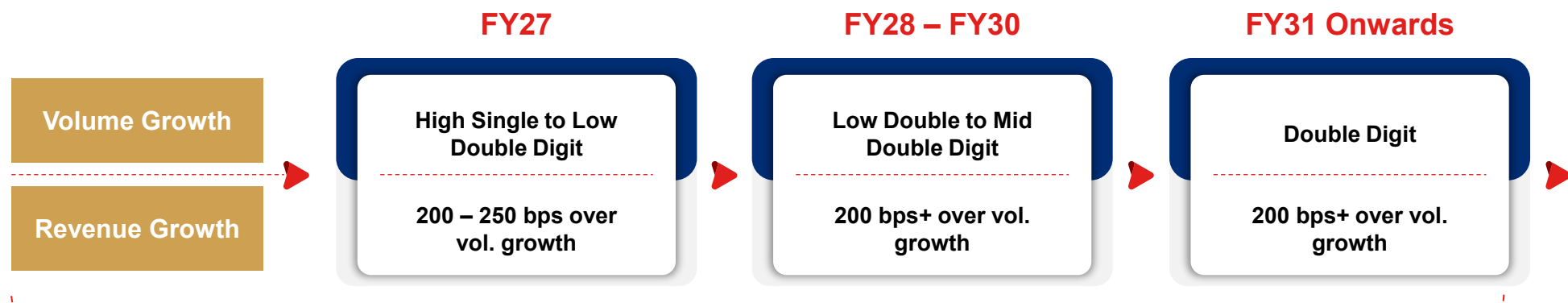
Tarun Behl
VP – Manufacturing & Projects

“Over the last 2 quarters, we have successfully expanded TI’s manufacturing footprint across India – both in terms of number of units and bottling capacity.

Capacity expansion has been a mix of entering in new units and brownfield expansion at existing units (third-party and owned). All the capacity build-up initiatives which have been taken and are being planned for next couple of years, are in line with the Long-Term Capacity Planning objectives.

We have proactively carried out multiple interventions to increase the productivity and throughput at third-party units which have led and will continue to drive cost optimizations at scale. Furthermore, we plan to optimize the overall manufacturing footprint and substantially increase the utilization levels to benefit from operating leverage.”

Tilaknagar's Growth Trajectory: Next 5 Years and Beyond



- Volume guidance provided only on existing brands including Imperial Blue
- Volume & Revenue from new launches will be additional



Leverage Pan-India Distribution Footprint for Launches across Premium Price Points

Target to reach an EBITDA margin of 16 – 18% on combined business by FY29

Tilaknagar's Growth Trajectory: Luxury Push is a Central Theme



Presence in Luxury and Super Premium Segments across all Categories

Phased Expansion of Seven Islands into 10+ states

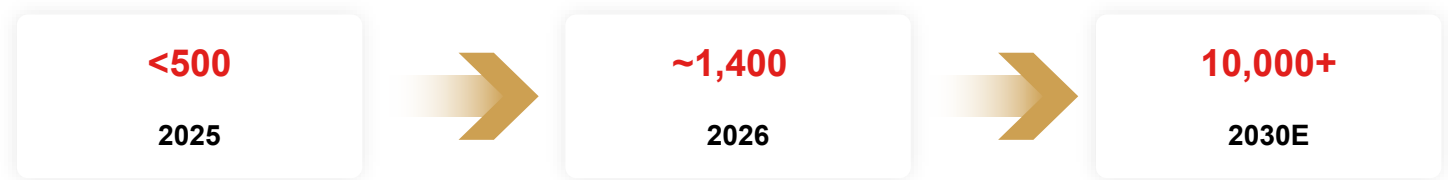
Increase Distribution Depth for Monarch in Existing States + Leverage Seven Islands and SSL Distribution in Non-Brandy High Potential Markets

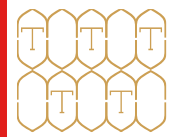
Expanding SSL Owned Brands in TI strong-hold Markets under the Usership Agreement

Overall Increasing Presence in Key Account Establishments



- Seven Islands Pure Malt Whisky: Launched in Nov-25
- Planned expansion into all key luxury markets across India in FY27
- India's first luxury 100% grape brandy present across few luxury markets
- Expansion into high potential markets in FY27 / FY28
- Strong export potential for Asia and Europe
- Further leveraged usership agreement with to launch SSL brands in Southern, Northern, Eastern and North-Eastern Markets over the course of FY27





TI's Portfolio: Presence Across Categories and Price Points

Whisky

Brandy

Rum

Vodka

Gin

Luxury / Super Premium



Seven Island



Monarch Legacy Edition



Sitara Spiced & White Rum



Amara Vodka



Samsara Gin

Premium / Semi-premium



Mansion House Whisky



Courier Napoleon Red & Green

Deluxe / Prestige



Imperial Blue Imperial Black



Mansion House Brandy



Blue Lagoon

Regular



Senate Royale

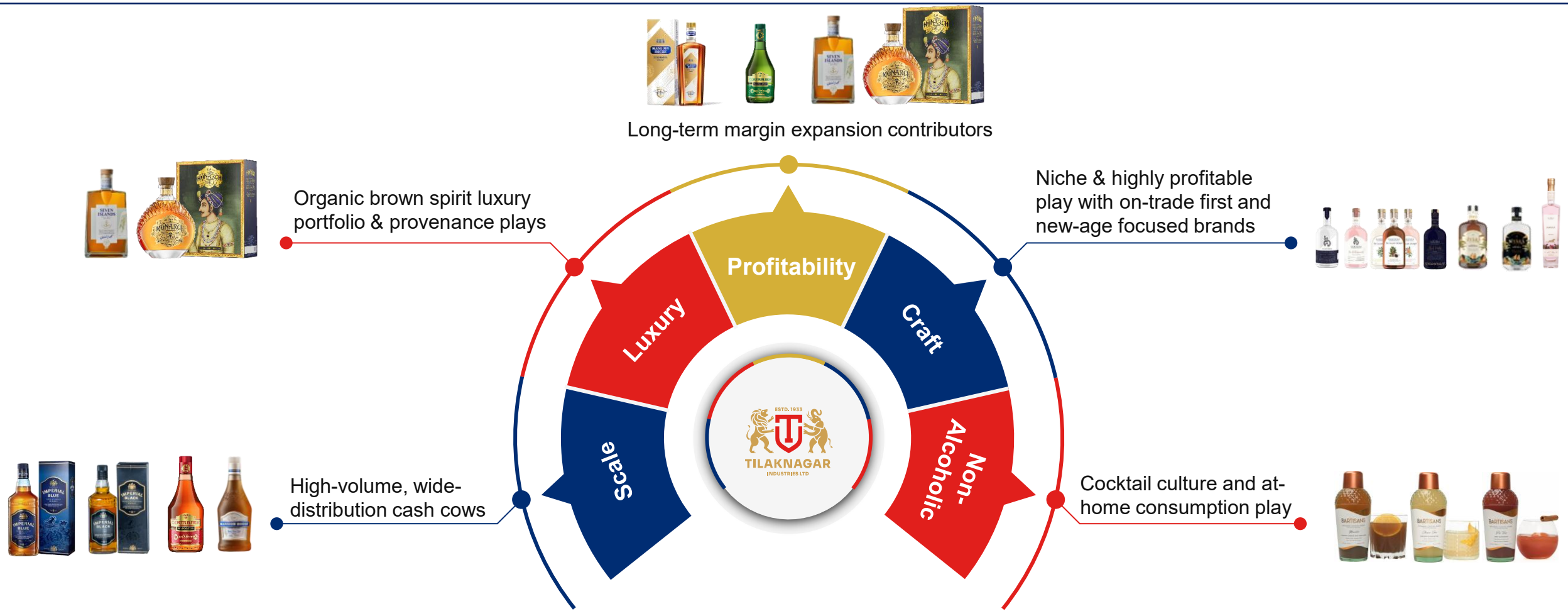


Courier Napoleon Gold



Madiraa

TI's Portfolio: Each Brand Focuses on Specific Objectives



TI has built a high-functioning portfolio with each brand uniquely contributing to the overall platform and providing significant cross-leveraging opportunity in the long-term w.r.t. distribution, profitability and premiumization

TI's Portfolio: Deep Dive on Spaceman Spirits Lab (SSL) Brands

- 46,000+** Cases sold in FY26
- 55% Growth** In FY26 Revenue on YoY basis
- 10+** Domestic States
- 9** International markets

New FY26 launches

- **Secret Orchard series** — Jamun & Pink Salt, one of the fastest growing flavors across categories, and Raw Mango & Jalapeño
- **ÄMÄRÄ Artisanal Pink Vodka** — New premium craft entry
- **Samsara Pink Gin & Soda (RTD)** — In collaboration with Everyday Friday
- **Contemporary Indian Mixers** — Tonic Water & Sparkling Water
- **Samsara Travel Retail Exclusive** — 1-litre bottles for duty-free channel

SSL Product Portfolio

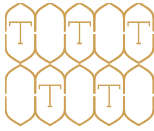


TOTOT New Launches under Samsara Secret Orchard Series



AWARDS & RECOGNITION AND MARKETING INITIATIVES





“House of TI” Shines at the London Spirits Competition 2026

4 awards across categories



GOLD

Seven Islands Pure Malt Whisky



GOLD

Monarch Legacy Edition Brandy



SILVER

Amara Pink Vodka



BRONZE

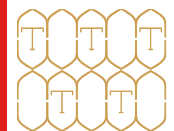
Samsara Pink Gin

About London Spirits Competition

500+
entries

30+
countries

Blind tasting by expert bartenders, retail buyers and industry experts



SILVER

**Best Managed
Company,**

Consumer Staples, India



BRONZE

**Best Managed
Company**

in India

FinanceAsia Awards are regarded as a highly recommended benchmark of corporate excellence in Asia

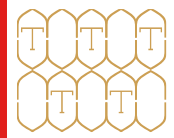
Introducing Seven Islands Pure Malt Whisky

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 Q1 FY27
- The MRP of Seven Island Pure Malt Whisky is ₹5,200 (750 ml) in Maharashtra



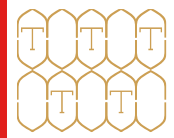


Monarch Legacy Edition x Fay Barretto

We curated 5 cocktails inspired by various dynasties of India and coined them as 'The Royal Elixirs of India'. The idea was to showcase the versatility of the blend and the fact that it is a royal indulgence.

Partnering with Fay Barretto, one of India's leading mixology and beverage programme consultants, helped highlight the versatility of the blend, both to consumers and to the wider mixology community that looks to such key opinion leaders for inspiration and recommendations





Imperial Blue X Valentines' Day Campaign



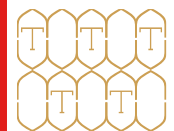
107 MN
IMPRESSIONS

33 MN
REACH

20 MN
VIEWS

2
WEEK BURST

#BecauseMenwillbeMen



Imperial Blue X Holi Campaign

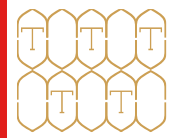


217 MN
IMPRESSIONS

64 MN
REACH

51 MN
VIEWS

2
WEEK BURST



**Brand
of the
Masses**



**God
of the
Masses**

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

Premium Portfolio Presence in Key Accounts



Seven Islands & Monarch x India Cocktail Week 2026 (1/3)



India Cocktail Week 2026

Seven Islands & Monarch x India Cocktail Week 2026 (2/3)

SEVEN ISLANDS x *paradox*
PURE MALT WHISKY

BAR TAKEOVER

WITH **Ankush Gamre**
HEAD MIXOLOGIST

Paradox, breaks the mould. Expect fearless flavours, wild pairings, and a culinary experience with zero rules – where creativity runs free and convention takes a backseat.

ICW
LIVE

28.02.2026 - 01.03.2026 | JIO WORLD GARDEN, BKC, MUMBAI



SEVEN ISLANDS
PURE MALT WHISKY

THE Anatomy of a Pure Malt

- Exploring four different single malts- how each malt shapes the final blend
- Tasting the *Seven Islands Pure Malt Chapter 01*
- Signature Seven Islands Cocktail Experience

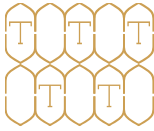
Aneesh Bhasin
SPIRITS EVANGELIST

ICW
LIVE

1st March 2026
5:30 - 6:00 P.M.
JIO World Garden, BKC

SIGN UP AT THE BAR TO BLOCK A SPOT

India Cocktail Week 2026



Seven Islands & Monarch x India Cocktail Week 2026 (3/3)

MONARCH x **EKAA**
100% PURE GRAPE BRANDY

Bar Takeover

WITH **Kaustabh Kaslay**
HEAD BARTENDER

At Ekaa, every ingredient is honoured in its purest form, unlocking endless possibilities. Rooted in India and inspired by the world, each drink balances innovation with nostalgia to tell a story.

ICW
Summer

28.02.2026 - 01.03.2026 | JIO WORLD GARDEN, BKC, MUMBAI



MONARCH
100% PURE GRAPE BRANDY

THE Return of Brandy

Reimagined

WITH MONARCH LUXURY EDITION

Understanding Brandy:
From Grape to Glass

Signature Monarch Legacy Edition
Cocktail Experience

Aneesh Bhasin
Spirits evangelist

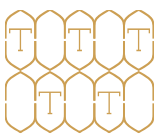
ICW

28th Feb '26
5:30 - 6:00 PM

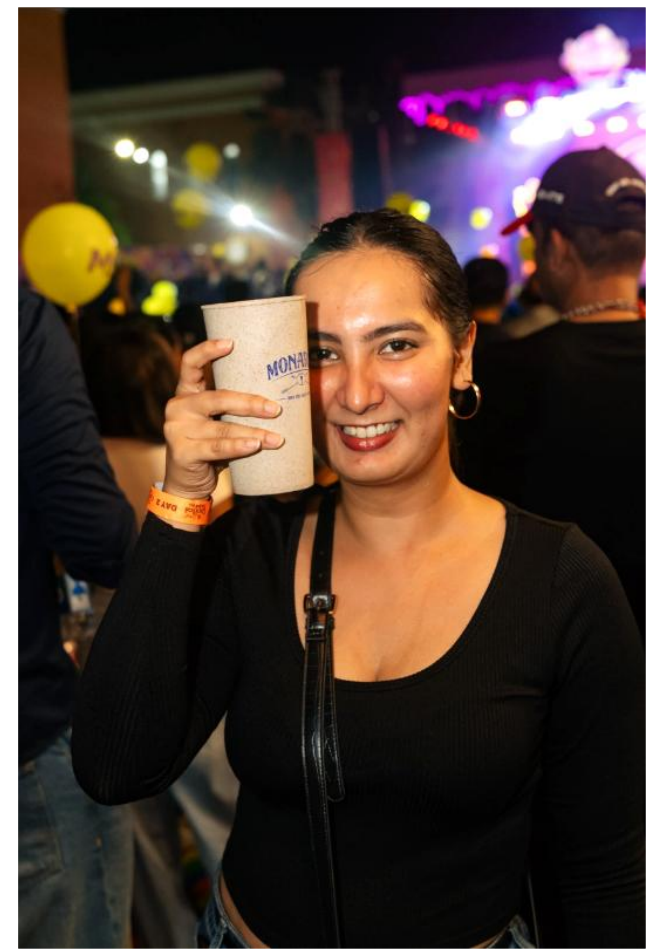
JIO WORLD
GARDEN, BKC

SIGN UP AT THE BAR TO
BLOCK A SPOT

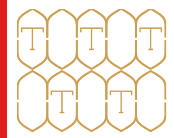
India Cocktail Week 2026



Monarch Legacy Edition x Goa Cocktail Carnival



Goa Cocktail Carnival 2026



Monarch Legacy Edition x 30 Best Bars

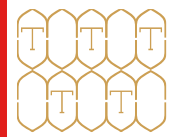


30 Best Bars

The House of Samsara x Def Leppard Concert



Mumbai, Bengaluru & Shillong Def Leppard Concert



Samsara X Comet Shoes



Mix it with Mendi



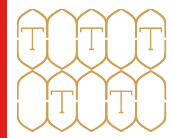
Samsara at National Mexico Day

Monarch Legacy Edition × Bartisans: Golden Hour

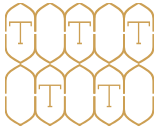


A Strategic Collaboration to Extend Monarch into the Premium At-Home Cocktail Ecosystem

- Launched in Dec 2025
- 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 TI's luxury portfolio through a credible, craft-led partnership
- Engages younger, cocktail-curious consumers without diluting brand equity



**Awards across
2023, 2024, 2025
& 2026**



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



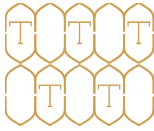
Product debut of the Year – Brandy Category

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

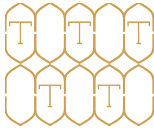
- ET Shark Awards '25 – The South Chapter

Brand

- Mansion House Brandy

Awards

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



Awards and Accolades - 2025

Event

- Top 50 Innovative Spirits Launches of 2025

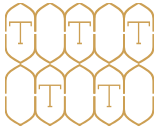
Brand

- Seven Islands Pure Malt Whisky

Awards

- #1 most innovative spirit from India
- #5 most innovative whisky globally
- #12 most innovative spirit globally





Awards and Accolades - 2026

Event

- Indspirit & Ambrosia Awards 2026

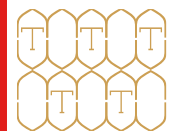
Brand

- Mansion House Brandy
- Seven Islands Pure Malt Whisky

Awards

- Best Popular Brandy: Mansion House Brandy
- Excellence in Brand Promotion and Marketing: Dil Open Cheyyi, Life Welcome Cheyyi, NBK x MH
- Best Packaging Award (Consumer Engagement): Seven Islands Pure Malt Whisky



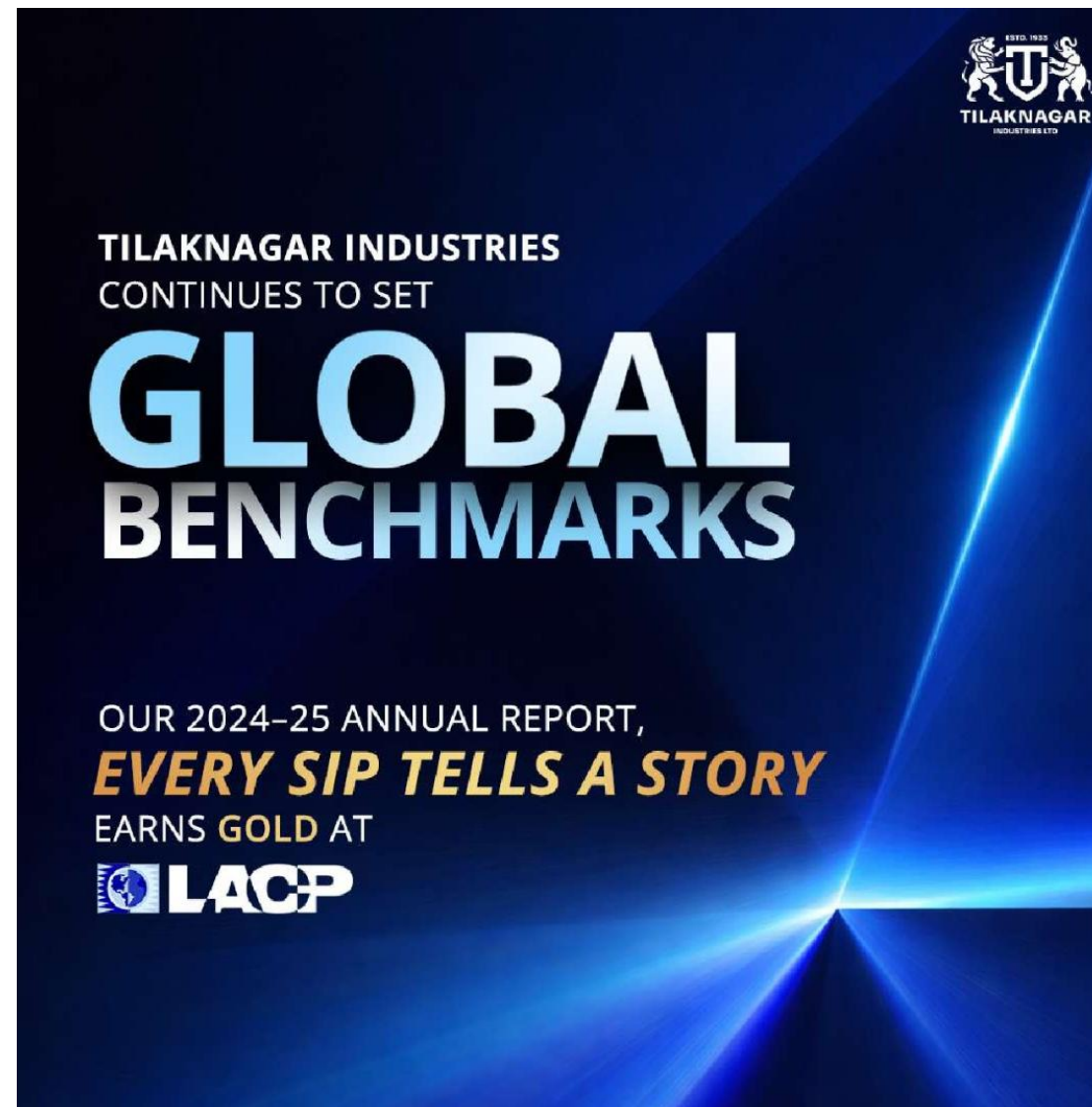


Event

- League of American Communications Professionals (LACP)

Awards

- Gold – TI 2024-25 Annual Report : Every Sip Tells a Story



For further information, please contact:

Company :



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Thank You

