



GROUP

Date: 08.05.2017

To
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block – C
Bandra Kurla Complex
Mumbai – 400 051
(Symbol: PINCON)

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
(Scrip Code: 538771)

To
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata – 700 001
(Scrip Code: 029247)

Dear Sir,

Sub: Company Updates

Re: Receipt of APEA Award under Consumer Goods category for second time

In terms of Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we are pleased to inform our shareholders that Mr. Monoranjan Roy, Chairman and Managing Director of your company has been awarded with prestigious The Asia Pacific Entrepreneurship Award 2017 under the Consumed Goods Industry category for the second consecutive time due to team efforts of marketing, sales and R&D Team under visionary leadership of our CMD Mr. Monoranjan Roy.

The other notable awardees are Capital First Limited under Financial Services category, Zydus Cadila under Pharmaceutical & Healthcare Category, Mahindra Insurance Broker Limited under Financial Services category, NBCC (India) Limited under Constructions category, Kansai Nerolac Paints Limited under Chemical & Plastics category, LIC Housing Finance Limited under Financial Services category, Mahindra & Mahindra Financial Services Limited under Financial Services category, RPG Life Sciences Limited under Healthcare & Pharmaceuticals category and Tata Capital Limited under Financial Services category etc.

Enterprise Asia is a non-governmental organization in pursuit of entrepreneurship development across the region. Founded by entrepreneurs for entrepreneurs, the organization is supported by a panel of prominent industry and government leaders who truly believe in the mission of championing entrepreneurship in Asia.

A regional award for outstanding entrepreneurship, APEA is built on the idea that for entrepreneurs to continue innovating and sustaining their leadership, there must be 3 elements in place: benchmarking against best practices, recognition of past and current efforts, and continued publicity and public attention.

APEA provides a platform for companies and governments to recognize and be recognized for entrepreneurial excellence, hence spurring greater innovation, fair practices and growth in

PINCON SPIRIT LIMITED

CIN : L67120WB1978PLC031561

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Phone : 91-033 2231 9135, 033-2262 4943 / 44, Fax : 91 033 4001 4642 | 3rd Floor, Bengaluru - 560027, Phone:080-2222-9135, Fax:080-22229135

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entrepreneurship. As a regional award, APEA will be able to group together leading entrepreneurs across the region, as a powerful voice for entrepreneurs and a crème-of-the crop networking opportunity.

"Our Company's legacy can be traced to our pioneering spirit in offering branded products in an industry that was once highly unregulated. Doing so on a sustainable basis, we thus created an appetite for better products. Today, Pincon has emerged as one of the most attractive proxies in India's liquor industries and represents the nation's vast consumption potential. The reason we stand out from the crowd is thanks to our focus on creating a business which is distinctly different from our peers. We were able to recognize and take advantage of timely opportunities which others perceived as a challenge and have come a long way from being just a distributor to bottling, branding, marketing and retailing alco-beverages.

The Indian liquor market is getting corporatized and there is an increasing need for wider marketing. Our Company is attractively placed to capitalize on these realities and I strongly believe our strengths will help Pincon reach greater heights.

I feel that a Company can ensure sustainable growth only through open communication with all its stakeholders and I would like to thank our customers, our financial partners and our shareholders for their unwavering support and commitment towards our Company."

Pincon Spirit Limited – listed at National Stock Exchange of India Limited (NSE), BSE Limited (BSE) and The Calcutta Stock Exchange Limited (CSE) has emerged as leading player in blending, bottling and distributing and retailing proprietary IMFL and IMIL products. Besides this, Pincon refines, bottles and distributes edible oils in the FMCG segment.

The company manages eight blending and bottling facilities (five owned and three contract manufacturing) ensuring that products reach 4,000+ retail outlets in west Bengal, Karnataka, Kerala, Odisha, Jharkhand and Uttarakhand, quickly and cost effectively. Also, it has its own edible oil refining and packaging plant in West Bengal.

Pincon enjoys a presence in all IMFL segments through 11 in-house brands and Company's three brands in IMIL space viz. ***Pincon Bangla No.1 Country Spirit, Bengal Tiger Pincon Country Spirit and Udaan Pincon Country Spirit*** make it a dominant player in West Bengal.

This is for your kind information and record please.

Thanking you

For Pincon Spirit Limited

Himangshu Kedia

Company Secretary & Compliance Officer



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