



Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

F-0, Ground Floor, The Mira Corporate Suites, Plot No. 1 & 2,
Ishwar Nagar, Mathura Road, New Delhi - 110065. **Tel.:** +011-66424400,
E-mail: corporateoffice@globusgroup.in, **Web:** www.globusspirits.com

Dated : 06th April'2026

The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
BandraKurla Complex,
Bandra (E),
Mumbai – 400 051
Symbol: GLOBUSSPR

The BSE Limited
PhirozeJeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001

Scrip Code: 533104

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 –Press Release - w.r.t. launch of TERAJ Tequila.

Dear Sir / Madam,
Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the disclosure for announcing the launch of TERAJ Tequila.

You are requested to take a note of the same.

Thanking You
Yours faithfully
for **Globus Spirits Ltd.**

Santosh Kumar Pattanayak
Company Secretary
ACS-18721

DŌAAB

TERAI
HEAVEN

SNOSKI
GOVERNOR'S
RESERVE

OAKTON
MOUNTAIN
OAK
GR8
Times

**BROTHERS
& CO**



Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

F-0, Ground Floor, The Mira Corporate Suites, Plot No. 1 & 2,
Ishwar Nagar, Mathura Road, New Delhi - 110065. **Tel.:** +011-66424400,
E-mail: corporateoffice@globusgroup.in, **Web:** www.globusspirits.com

Globus Spirits Disrupts Indian Luxury Market with the Launch of TERAJ Tequila - India's First Authentic, CRT-Certified Tequila Bottled Domestically

New Delhi | April 06, 2026: Globus Spirits Limited today announced the highly anticipated launch of **TERAJ Tequila**, marking the company's strategic expansion into the global premium tequila category. This launch reinforces TERAJ's identity as a contemporary house of authentic spirits, meticulously shaped for a new generation of Indian consumers whose tastes are defined by global exploration and culturally rooted experiences.

The journey of TERAJ Tequila begins in Jalisco, Mexico—the historic heartland of tequila. Crafted at the revered La Huaracha Distillery, where distilling traditions have been preserved across five generations, the spirit is born from 100% Blue Weber Agave cultivated in Mexico's mineral-rich volcanic soils. Distilled using time-honored methods, the liquid perfectly captures the essence of terroir and authentic Mexican craftsmanship.

In a pioneering achievement for the Indian spirits industry, TERAJ Tequila is imported directly from Mexico and bottled under the strict license and supervision of the *Consejo Regulador del Tequila* (CRT). **This milestone establishes TERAJ as the first-ever authentic tequila to be bottled in India.**

"India's spirits consumer is evolving rapidly, moving towards categories that reflect global exposure and refined experiences," said **Shekhar Swarup, Joint Managing Director, Globus Spirits Limited**. "With TERAJ Tequila, we aim to bring the absolute authenticity of Mexican craftsmanship to Indian consumers while strengthening TERAJ's identity as a contemporary brand designed for the modern Indian. This launch represents both our ambition and our belief in the future of authentic, well-crafted luxury spirits in India."

DŌAAB

TERAJ

SNOSKI

OAKTON

BROTHERS
& CO





Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

F-0, Ground Floor, The Mira Corporate Suites, Plot No. 1 & 2,
Ishwar Nagar, Mathura Road, New Delhi - 110065. **Tel.:** +011-66424400,
E-mail: corporateoffice@globusgroup.in, **Web:** www.globusspirits.com

The Debut Expression: TERAJ Blanco

The inaugural release is a Blanco, representing the purest articulation of the Blue Weber Agave and the most vibrant style within the tequila category.

The Story of *Migraci3n*

In Mexican lore, the return of the Monarch butterflies marks a sacred moment when the souls of ancestors journey back to the land they once served. Drawn by memory and devotion, they arrive on delicate wings to taste the sweet nectar of the earth they earned. TERAJ Tequila is a tribute to that return—a celebration of heritage, patience, and the quiet reward of a journey well made.

"The TERAJ portfolio has been conceptualized to build meaningful connections with emerging consumers who seek discovery, quality, and global relevance in their choices," added **P. S. Gill, CEO: Consumer Division**. "With TERAJ Tequila, we are not just entering a new category; we are reinforcing our commitment to shaping premium consumption occasions and expanding the brand's footprint in India's evolving urban drinking culture."

Tasting Notes

- **Profile:** A rich, layered experience guided by time and tradition.
- **Palate:** Warm agave sweetness beautifully balanced with the distinct spice of pepper.
- **Finish:** An earthy depth shaped by the red volcanic soil of its origin.
- TERAJ Tequila Blanco will initially retail at approximately ₹5,815 in Rajasthan, with prices ranging between ₹3,600 and ₹4,500 in Haryana and Goa, subject to state taxation.

DŌAAB

TERAJ

SNOSKI

OAKTON

BROTHERS
& CO



TERAJ



Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

F-0, Ground Floor, The Mira Corporate Suites, Plot No. 1 & 2,
Ishwar Nagar, Mathura Road, New Delhi - 110065. **Tel.:** +011-66424400,
E-mail: corporateoffice@globusgroup.in, **Web:** www.globusspirits.com

About Globus Spirits Limited:

With over 30 years of presence in India's Alco-Bev Industry, Globus Spirits Ltd. has played a crucial role in shaping the industry. The founding family, the Swarup Family, has a history of distillation in India dating back to 1958. Driven by deep market insights, an understanding of consumer preferences, and a robust distribution network, Globus Spirits caters to diverse product categories. Its fully integrated distilleries across five strategic states produce quality alcohol for a diverse consumer base. Globus Spirits maintains a commanding presence across the entire value chain and remains committed to the highest standards of distilling craftsmanship.



GR8 AI

