MANPASAND BEVERAGES LTD.

Date:- 26th October, 2015

To,
The Manager, DCS-CRD
Corporate Relationship Department,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai- 400 001.

To,
The Listing Department, 5th Floor,
National Stock Exchange of India Limited
"Exchange Plaza", Bandra-Kurla Complex,"
Bandra (East), Mumbai-400 051.

Security ID:- **MANPASAND** || Security Code:- **539207** || ISIN:- **INE122R01018** || SERIES:- **EQUITY**

Dear Sir/Madam,

Sub:- **Press Release**

Reference to the subject mentioned above, we are happy to inform you that the company has entered into tie up with ice cream & food retailing major player "**Havmor Ice Cream Ltd**."

With his into consideration, now, Manpasand's flagship mango-based brand 'Mango Sip' and 'Fruits Up' brand will be made available at almost 210 food outlets of Havmor, spread across the Gujarat, Mumbai and Punjab. The entire press release is attached for your kind consideration.

If you need any further information / clarification, feel free to ask for the same.

For **Manpasand Beverages Limited**

MANPASAND BEVERAGES LIMITED BARODA

Bhavesh Jingar
Company Secretary & Compliance Officer
Mem. No. A28011

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Press Release

Press Release

Manpasand Beverages fruit drinks to be available at Havmor's food outlets in Gujarat, Mumbai and Punjab

October 19, 2015: India's leading fruit juice player, Manpasand Beverages Ltd, has entered into a tie up with ice cream & food retailing major Havmor Ice Cream Ltd. Manpasand's flagship mango-based brand 'Mango Sip' and recently launched 'Fruits Up' brand will be made available at around 210 food outlets of Havmor spread across Gujarat, Mumbai & Punjab to start with. Apart from one of the MNC cola brand, Manpasand's two beverage brands will be the only other beverage brands to be sold at all Havmor outlets.

The tie-up is a comprehensive strategy of Manpasand to expand its reach in the urban areas. With this foray, company's flagship brand 'Mango Sip,' which is extensively spread out in rural and semi-rural regions, will now be made available in urban areas through Havmor's food outlets. This tie up will also give a boost to the Manpasand's recently launched 'Fruits Up' brand, which consists of a range of carbonated fruit drinks and premium fruit drinks in different flavours, that is primarily targeted at urban markets. This tie up covers 164 outlets of Havmor in Gujarat, 28 outlets in Mumbai and 17 in Punjab.

Speaking about this tie up, **Mr. Dhirendra Singh, Chairman & MD of Manpasand Beverages** said, "We are very excited about this tie up as it marks our first major foray to aggressively tap the urban markets. Our fruit juices will be available in tetra packs and 200 ml PET bottles. Both Manpasand and Havmor are Gujarat headquartered companies with a strong presence in the state. With our 'Fruits Up' brand we plan to take head-on the global cola majors in urban markets. We will consider further expanding our tie up with Havmor by making our fruit juice brands available at their food outlets in Rajasthan and Madhya Pradesh and rest of Maharashtra in future."

Mr. Vrajesh Jha, Vice President (Marketing) of Havmor Ice Cream Ltd said, "With this tie-up, Manpasand's popular drinks will now be available at all our restaurants, eateries, Ice-cream parlous, Fun flavours and hotchpotch format stores. This also signifies coming

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together of not only two Indian, but Gujarat based companies in the FMCG sector and brings about opportunity to tap in newer markets. We are very hopeful about this alliance and look forward to further expansions."

About Manpasand Beverages Limited (manpasand.co.in)

One of the country's leading fruit juice players, the Rs 400 crore Manpasand Beverages Limited, has got the unique distinction of being the only pure play company in this sector in the Indian capital markets. It is a niche player in a large, high-growth market. Manpasand Beverages represents the successful story of a visionary first generation entrepreneur, Dhirendra Singh, who has built one of India's fastest growing fruit juices company and is now ready to take on the global cola giants head-on.

Manpasand Beverages is a fruit drink manufacturing company with a primary focus on mango fruit, which is the leading flavour for juice drinks in India. Company's mango-based fruit drink, 'Mango Sip', is its flagship brand, which is strategically focused towards customers primarily based in semi urban and rural markets. With a view to expand its product portfolio, company has launched two new brands, 'Fruits Up' and 'Manpasand ORS'. Under the 'Fruits Up' brand, Manpasand offers fruit drinks and carbonated fruit drinks in different flavours. Under the 'Manpasand ORS' brand, it offers fruit drinks with energy replenishing qualities with a primary focus on North East India. Company's other major fruit juice brands are Apple Sip, Litchi Sip and Guava Sip. In the packaged drinking water its brand is 'Pure Sip' and for natural mineral water the brand is 'Fons'.

In the fast-growing fruit-based beverages market in India, Manpasand Beverages has emerged as a formidable competitor for the bigger foreign and Indian rivals. Company's value-for money offerings, strong focus on affordable price points, innovative products (like fruit-based carbonated soft drinks) and distribution strategies are going to be its major strengths.

The company has carved a niche for itself with a strong presence in the tier-2 and semi-rural and rural markets in India. Manpasand's beverage brands are present in 24 states through more than 200,000 retailers, over 2000 distributors and 200 plus super stockists. The company has two manufacturing facilities at Vadodara in Gujarat, one each at Varanasi in Uttar Pradesh and Dehradun in Uttaranchal and a new one is being set up at Ambala in Haryana. For the year ended March 31, 2015, company reported sales of Rs 360 crore and net profit of Rs 30 crore.

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