



**MANPASAND
BEVERAGES LTD.**

Date: -10th August, 2016

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.:- Disclosure under Reg. 30 of SEBI (LODR) Regulations, 2015

In compliance with the Regulation 30 of SEBI (LODR), Regulations, 2015, we hereby submit press release on financial results for the First Quarter ended on 30th June, 2016.

You are requested to take note of the same.

Thanking you,

For Manpasand Beverages Limited

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



Encl;
Press Release



Media Release

Manpasand Beverages PAT up 82% in Q1 FY 2016-17 at Rs. 28.64 crore

Financial Highlights

(Rs Crore)

	Q1 (Apr –June)		
	FY 16-17	FY 15-16	Growth (%)
Net Profit	28.64	15.69	82.54%
Total Income	236.91	150.11	57.82%
EPS (in Rs.)	5.72	4.18	36.84%

August 10, 2016: India's leading fruit drink player, Manpasand Beverages Ltd has reported a 82% rise in net profit at Rs. 28.64 crore for the first quarter ended June 30, 2016 as against net profit of Rs. 15.69 crore in the corresponding quarter of previous fiscal. Total Income for Q1 of FY 16-17 at Rs. 236.91 crore were higher by 58% over previous fiscal's same quarter total income of Rs. 150.11 crore. Earnings Per Share (EPS) for Q1FY17 was at Rs. 5.72.

Mr. Dhirendra Singh, Chairman & MD of Manpasand Beverages said, "Our Company's aim is to grow aggressively across India and continue to delight customers with innovative, superior quality products at affordable prices. With the introduction of 'FRUITS UP,' we had not only diversified our product portfolio but also adopted a new strategy to tap the urban markets, after having established a strong presence in the semi-rural markets through our flagship brand 'MANGO SIP'. During the year, we also developed another healthy product called 'COCO SIP' - 100% Natural Packaged Tender Coconut Water, targeting the huge untapped coconut drink segment in India.

The other new initiative we embarked on was to tie up with organised retail players as well as various food and beverage outlets such as Metro Cash & Carry, Aditya Birla Retail, Havmor Ice Cream & Café Coffee Day, to name a few. Manpasand also became the only beverage company to tie up with global ice cream major Baskin Robbins in India. In the coming months, the Company is going to forge more such alliances to increase its urban market penetration."

Mr. Singh further said that, with a "Make in India" vision, inspired by our honorable Prime Minister's 'Make in India' campaign, and with a view to expand our production capacity, we started with setting up of a new manufacturing unit near Ambala, Haryana during the year and the same was under progress as of 31st March, 2016. Modernisation of Vadodara and

Varanasi facilities were also completed during the year. We are now looking at setting up more manufacturing facilities; announcement for which will be made soon.

The market size of beverage industry in India, which consists of juices, carbonated drinks and bottled water is estimated to be worth around ₹ 65,000 Crores and this market is estimated to grow at CAGR of more than 20%. The Indian packaged juice industry size is about ₹ 8,000 Crores and it has been growing at more than 30 % per annum in last few years and will maintain that pace in future as well.

About Manpasand Beverages Limited (www.manpasand.co.in)

One of the country's leading fruit juice players with Rs. 556 crore plus net sales in FY -16, Manpasand Beverages Limited, has got the unique distinction of being the only pure play Company in this segment to be listed in the Indian stock exchanges. Manpasand Beverages represents the successful story of a visionary first generation entrepreneur, Dharendra 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 flagship brand, '**Mango Sip**', a mango-based fruit drink, is strategically focused towards customers primarily based in semi urban and rural markets. With a view to expand its product portfolio and target the urban markets, Manpasand launched its 'Fruits Up' range of products which offers fruit drinks and carbonated fruit drinks in different flavours. Without any synthetic base, 'FRUITS UP' is made up of natural ingredients and comes in a range of carbonated and non-carbonated fruit drinks. With '**Fruits Up**', the company plans to capture part of the huge carbonated drinks market, which is estimated to be worth around 25,000 Crores. Recently, the company has entered into packaged tender coconut water segment through their new brand, '**Coco Sip**.' In terms of health drinks, '**Manpasand ORS**' is afloat in North Eastern and soon has plans to go pan 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 Uttarakhand and a new one is being set up at Ambala in Haryana.

In the fast and ever-growing fruit-based beverages market in India, the Company has emerged as a significant and formidable competitor to the National and Multinational beverage giants. A customer-centric approach, value-for-money offerings, strong focus on affordable price points, innovation and research, brand building, aggressive production capacity expansions and strong distribution strategies are the Company's major strengths.