



TILAKNAGAR INDUSTRIES LTD.

Press Release

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For immediate release

MANSION HOUSE BRAND FORAYS INTO PREMIUM WHISKY

Tilaknagar Industries Ltd. to step up focus on Andhra Pradesh (AP)

- Mansion House Gold Whisky formally unveiled in Hyderabad
- To be retailed in the premium category at Rs. 484/- for 750ml.
- Hyderabad launch to be followed by launches in other parts of AP, Goa, Puducherry, & Karnataka
- MHW launch comes in the wake of TI's exponential sales growth from one million to 11 million cases in the last six years.
- The flagship brand 'Mansion House' in FY2011 generated gross revenue of Rs. 865 crore for TI and sold over 5.8 million cases

Hyderabad, April 2: Tilaknagar Industries Ltd. (TI), one of the leading players in the Indian alcoholic beverage industry and manufacturers of Indian Made Foreign Liquor (IMFL) with over 40 brands across a diverse range of price and product segments, unveiled Mansion House Gold Whisky (MHW) at a glittering ceremony at The Park, Hyderabad.

The launch also coincided with TI announcing its plans to step up its focus on Andhra Pradesh and substantially improve market share in the forthcoming financial year. "Andhra Pradesh contributes significantly to our total volumes and revenues and consequently is an important market for TI. The launch of MHW is part of our disciplined roll-out plan to leverage the strength and equity of our flagship brand 'Mansion House'. We had, last year, launched Duchess Brandy and 'Blacpower' Whisky in AP. The success of our brands continues to be reinforced by the positive response and is reflected in the healthy growth of 180% witnessed by 'Blacpower' Whisky last year." said **Mr. K. Laxmi Narasimhan, Deputy Managing Director**.

Speaking on the launch of Mansion House Gold Whisky, **Mr. Amit Dahanukar, Chairman & Managing Director** highlighted the progress of the brand Mansion House, displayed by its total sales of 6 million cases in FY 2011. "Mansion House Brandy, as a brand, enjoys a market share of over 70% across India and has

generated revenues of Rs. 865 crore in FY2011. The success of the brand is not limited to its leading market presence in just 4 southern states. TI's Mansion House Brandy has flourished and evolved to reign with 80% of market share, in 8 additional states across India (excluding South India). The whisky launch, which is part of our product roll out plan, marks a new phase of growth for the Company. The goodwill and dominance of the Mansion House brand in Southern India will now be leveraged to capture market share across geographies and product portfolios," **said Mr. Dahanukar.**

A whisky in the premium category, MHW will be positioned with the tag line, **'Have Courage'** and will be retailed in Hyderabad at Rs. 484/- for 750ml. Mansion House Gold Whisky is made from the purest Scotch malts aged to perfection in oak casks and blended with the finest Indian grain spirit. It comes in a striking copper and gold packaging. MHW's launch in Hyderabad will be followed by the introduction of the brand in Karnataka, Goa, Puducherry, Madhya Pradesh, Odisha and Assam.

Mansion House Gold Whisky will be aggressively promoted and is expected to be instrumental in TI's plans to gain market dominance. "With its cult identity and loyal brand following 'Mansion House Brandy' already enjoys a clear leadership position. By extending this brand strength to new portfolios and categories beyond the brandy segment, and by adopting innovative marketing strategies, we hope to mirror a similar growth story for TI's new brands in the future." **said Mr. Narasimhan.**

By the end of the next fiscal year, MHW expects to capture 10% of the market share in Andhra Pradesh. The current market size of the whisky segment in Andhra Pradesh is estimated at around 1.2 million cases per annum.

"We wish to expand MHW's presence with a combination of Above the Line (ATL) and Below the Line (BTL) promotions. Through ATL promotions, we are targeting at increasing our visibility, while BTL promotions will enable TI to enhance its consumer engagement activations, at point of sales," he added.

"There are some very exciting times ahead of us. The multiple brand launch, new marketing initiatives and inorganic growth and synergies through our recent acquisitions, mark a new phase for TI. They form a part of the Company's plans to bring to the fore a number of brands catering to different segments across the categories of brandy, whisky, rum, vodka and gin. TI plans to achieve milestones going ahead, through the existing as well as new products in the portfolio. The developments are expected to contribute to both- our top line and bottom line of the company," concluded Mr. Dahanukar.

About Tilaknagar Industries Ltd. (TI)

Tilaknagar Industries Ltd. (BSE: 507205 / NSE: TI) is one of the renowned Indian Made Foreign Liquor players (including whisky, brandy, gin, rum and vodka) with presence across India. The Company manufactures, markets and sells more than 40 brands across all price points. TI's subsidiaries are Prag Distillery (P) Ltd, Vahni Distilleries Private Limited, Kesarval Springs Distillers Pvt. Ltd., Punjab Expo Breveries Private Limited, with additional 5 subsidiaries for TI's allied activities. The Company exports its products to Western Africa, the Middle East, the Far East and Caribbean countries.

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