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Date: 17.07.2017

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: Achieved a major breakthrough-received product approval from Defence Department (BSF)

We are very pleased to inform our shareholders that your company has achieved a major milestone by bagging product approval from the Defence Department (BSF). Your company has received approval for Pincon Matured Rum, Ultra Force Premium Matured Jamaican and Highland Blue Pure Grain Whisky.

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, Odisha, Jharkhand and Uttarakhand, quickly and cost effectively. In the Company's FMCG segment, it sells Edible Oil (Mustard Oil, Soya Oil and Rice Bran Oil) under Pincon and King's Coin brand.

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, PSL Bengal Tiger Country Spirit and PSL Udaan Country Spirit* make it a dominant player in West Bengal.

Total Revenue of your company is enhanced by 58% y-o-y to Rs. 15,617 million as against Rs. 9,879 million in FY16. EBIDTA improved by 64% y-o-y to Rs. 955 million in FY17 from Rs. 581 million in FY16. PAT increased by 72% y-o-y to Rs. 439 million versus Rs. 255 million in FY16 as the Company continues to focus on profitable growth. Diluted EPS for FY17 stood at Rs. 9.97 per share as against Rs. 12.12 per share in FY16.

PINCON SPIRIT LIMITED

CIN : L67120WB1978PLC031561

Regd Office : 7, Red Cross Place, 3rd Floor, "Wellesley House", Kolkata-700 001 | Corporate Office : No.103, K.H.Road, Shanthinagar, "Samskruthi Chambers",
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

Email : psl@pinconspirit.in / pinconspiritlimited@gmail.com, Website : www.pinconspirit.in





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"Our Company's legacy can be traced to our pioneering effort in offering country spirit in 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 our strengths will help Pincon reach greater heights.

Our Company can ensure sustainable growth only through open communication with all its stakeholders and we thank our customers, our financial partners and our shareholders for their unwavering support and commitment towards our Company."

This is for your kind information and record please.

Thanking you

For Pincon Spirit Limited

Arup Thakur

Executive Director & CFO



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No. Prov/Liq/666/Tender /2017-18/ 3938
Phone No.033 22828871 Ext 278
Fax No. 033 2282 7259
E-mail : dyinspectorgeneralprov@yahoo.com

Headquarter
South Bengal Frontier
Border Security Force
2B Lord Sinha Road,
Kolkata-71
Dated 12 July 2017.

To

M/s Pincon Spirit Ltd.,
7 Red Cross Place, Wellesley House, 3rd Floor, Kolkata-700001
E-Mail : partha.basu@pinconspirit.in.

Sub :- TENDER NO. BSF/SB/FTR/PROV/LIQUOR/E-TENDER/17-18/1231
DTD 28 /03/2017

Ref :- Your tender documents and negotiation of rates thereof.

It is to inform you that the negotiated rates quoted in subject tender on 05/06th July 2017 has been accepted by the Competent Authority of this HQr of following brands of liquor offered by you.

Liquor	Brand of Liquor	Basic Price Offered per Bottle	Negotiated rate accepted	Unit
Rum	Pincon Matured Rum	52.38	52.00	Pre Btl
Rum	Ultra Force Premium Matured Jamaican	70.87	67.00	-do-
Whisky	Highland Blue Pure Grain Whisky	111.94	103.00	-do-

2. You are requested to confirm your presence before DIG (Prov) Ftr HQ BSF SB, 2 B Lord Sinha Road, Kolkata-71 for agreement. *on 3/4 August- 2017*

3. The confirmation may be sent by Dak (not in e-mail).



[Signature]
Dy Inspector General (Prov)
Ftr HQ BSF SB