



October 30, 2026

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400001
Scrip Code : 507205

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051.
Symbol : TI

Sub: Earnings Presentation for Unaudited Financial Results for Quarter and half year ended September 30, 2026

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Earnings Presentation for the Un-audited Financial Results for quarter and half year ended September 30, 2026.

The same is also available on our website at www.tilind.com.

We request you to take the above information on record.

Thanking you,

Yours faithfully,

For **Tilaknagar Industries Ltd.**

Minuzeer
Yazdi Bamboat
Digitally signed by
Minuzeer Yazdi Bamboat
Date: 2026.10.30 19:02:01
+05'30'

Minuzeer Bamboat
Company Secretary & Compliance Officer

Encl: A/a

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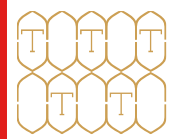
Web: www.tilind.com



A legacy of crafted excellence

Earnings Presentation – Q2 & H1 FY27





This presentation may include statements which may constitute forward-looking statements including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to **Tilaknagar Industries'** future business developments and economic performance. Forward looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The actual results, performance or achievements, could thus differ materially from those projected in any such forward-looking statements.

The information and opinions contained in this presentation are current. The Company undertakes no obligation to update or revise any information or the opinions expressed in this presentation as a result of new information, future events or otherwise. Any opinions or information expressed in this presentation are subject to change without notice.

Q2 & H1 FY27 PERFORMANCE



Focus on Market Share Gains. Clear Growth Visibility.



Mr. Amit Dahanukar
Chairman & Managing Director

Largest Domestic P&A
IMFL Player in India

Largest P&A
IMFL Player in South-India

Largest Brandy
MHB has emerged #1 in
Karnataka in Sep-26

“ **Integration Update:** Post Q1, the states which transitioned out of TSMA¹ under TI operations have been stabilized - marking another step towards successful integration. The last remaining state will also be transitioned towards end of FY27. As a result, exceptional costs relating to the transition have significantly reduced during Q2 FY27 and will continue at the same levels over the next 2 quarters.

Volumes & Market Share: While primary volumes in Q2 have remained flattish, our secondary volumes have remained robust and shown an impressive 8% growth on QoQ basis with Imperial Blue secondaries growing at 8.5% and existing business secondaries growing at ~7%. Imperial Blue has further strengthened its position with a Pan-India market share gain of 100bps+ during the quarter. The market share gains were led by strong performance in Karnataka, Andhra Pradesh, Uttarakhand, Assam and Rajasthan. Existing business volumes have grown in Karnataka and Eastern region, with other key states performing consistently well. Our NSR per case has moderated slightly during the quarter on account of state mix, however, we are confident of sustained growth in NSR going forward. The NSR growth will be driven by favourable state-mix, price increases and expected new launches (FY28 onwards).

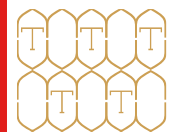
Margins and Inflation: Ongoing geopolitical tensions have resulted in continued inflationary pressures across packaging inputs, particularly glass, resulting in a meaningful increase in packaging costs during the last 2 quarters. While exiting Q2 FY27, ENA² prices have also started to show an inflationary trend with rising fuel and grain costs. Consequently, gross margins were under pressure. However, as committed in Q1, we have been working consistently on our cost optimization initiatives which have shown positive results, helping us protect our margins.

Marketing Initiatives: We have consistently focused on our brand communications and have made impactful strides during the current quarter. On the proud occasion of Independence Day, we had two great outcomes. Firstly, Mansion House Brandy and Monarch Legacy Edition Brandy were showcased in Times Square, New York City, for 72-hours with 2,500+ plays and 1.2 mn+ visitors. Secondly, TI launched its first ATL campaign for Imperial Blue Packaged Drinking Water under “Men Will Be Men” which continued with its central theme of humour.

Policy Update: Policy and regulatory environment continued to see encouraging developments in Q2. Karnataka, on the back of the recent excise policy reforms, has witnessed strong growth in the P&A category with significant benefits for both Imperial Blue Whisky and Mansion House Brandy. Further, there are early signals of reform in Tamil Nadu, the largest Brandy market in India. Mansion House Reserve Brandy, has seen 25%+ QoQ volume growth with 50% YoY growth in Sep-26, emerging as the highest volume month ever.

Going Forward: Our focus continues to deliver profitable growth in Imperial Blue and Mansion House, with a clear vision on long-term value creation. We will continue to accelerate our luxury and super-premium portfolio across key markets, while leveraging IB’s strong distribution network to introduce new products across premium price points.”

Note: (1) TSMA refers to Transition Services and Manufacturing Agreement; (2) ENA refers to Extra Neutral Alcohol



Key Highlights – Q2 FY27

Q2 FY27

Volumes

—
8.9 mn cases

160% YoY & 2%
QoQ increase

Revenue^{1,2}

—
INR 1,033 crore

172% YoY & 1%
QoQ increase

NSR^{1,3}

—
INR 1,174 /case

3% YoY increase &
0.8% QoQ decrease

EBITDA^{1,2}

—
INR 146 crores

14.1% margin

PAT ^{1,2,4}

—
INR 66 crore

6.4% margin

Volume & Revenue Performance – Q2 FY27

Cases (in mn)	Q2 FY27			H1 FY27	
	Absolute	YoY Growth	QoQ Growth	Absolute	YoY Growth
IB	5.5	NA ⁵	1.5%	10.9	NA ⁵
Ex-IB	3.4	(0.5%)	2.0%	6.7	1.6%

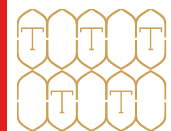
Secondary volume growth for IB and Ex-IB business at +8.5% and +6.7% respectively

- Net revenue¹ of INR 1,035 crore in Q2 FY27 (YoY growth of 173%)
 - NSR³ for the combined business stands at INR 1,174 in Q2 FY27
 - Net revenue (adjusted for subsidy) growth of 172% YoY in Q2 FY27

Profitability Performance – Q2 FY27

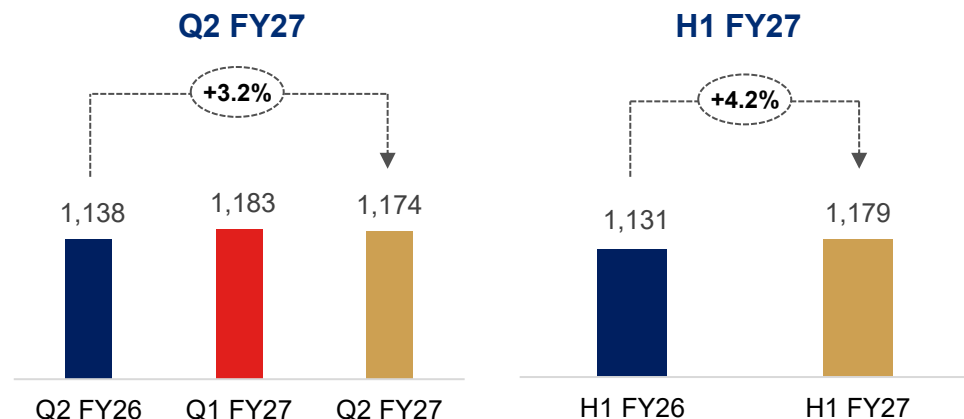
- Q2 FY27 Gross Profit² of INR 432 crore and Gross Profit Margin of 41.8%
 - Fall of 32 bps vs 42.1% margin in Q1 FY27; fall on account of decrease in NSR led by state-mix and continued inflationary pressures across packing materials and ENA, offset by improvement on account of supply chain efficiencies
 - Excluding impact of inflationary pressure, the gross margin would be in excess of 44%²
- Q2 FY27 EBITDA² of INR 146 crore and PAT^{2,4} of INR 66 crore
 - EBITDA margin¹ at 14.1%; A&P re-investment rates rose by 61bps QoQ basis
 - PAT margin¹ at 6.4%
 - Excluding impact of inflationary pressure, the EBITDA margin would be ~16.5%² and PAT margin would be 8.5%⁺²

Notes: (1) Revenue (including past period for comparison) have been restated for change in presentation / disclosure; (2) Adjusted for subsidy income; (3) NSR calculation had been updated in Q1FY27 for adjustment of cash discounts, breakages, wastages, etc. This was a calculation refinement only and had no impact on reported net revenue for current or prior periods; (4) Adjusted for exceptional items of INR 11 crores and amortization on intangible assets related to acquisition of INR 35 crores; (5) Acquisition of Imperial Blue was completed in Nov-25, hence, the YoY growth is not applicable



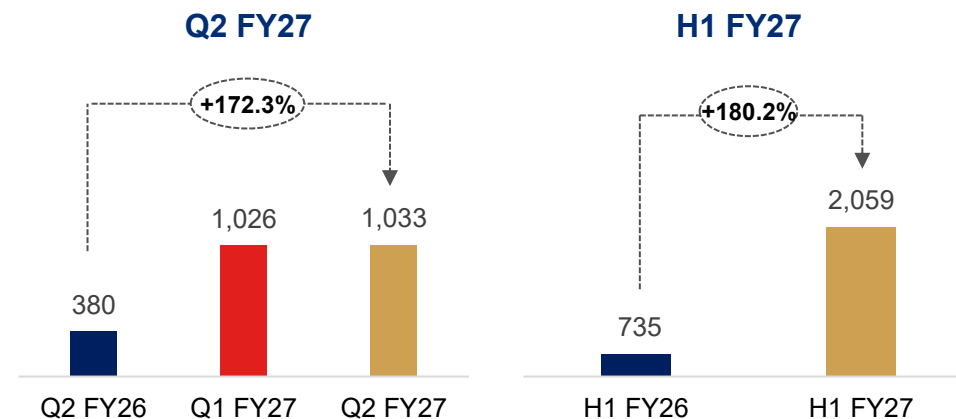
Q2 FY27 and H1 FY27– Financial Performance (Adjusted for Subsidy)

NSR (₹ per case)

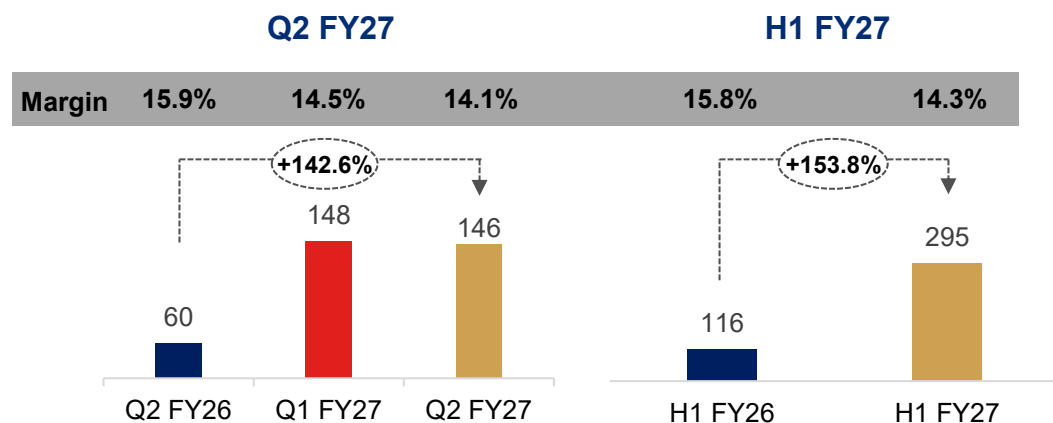


Note: NSR calculation has been updated for adjustment of cash discounts, breakages, wastages, etc. This is a calculation refinement only and has no impact on reported net revenue for current or prior periods

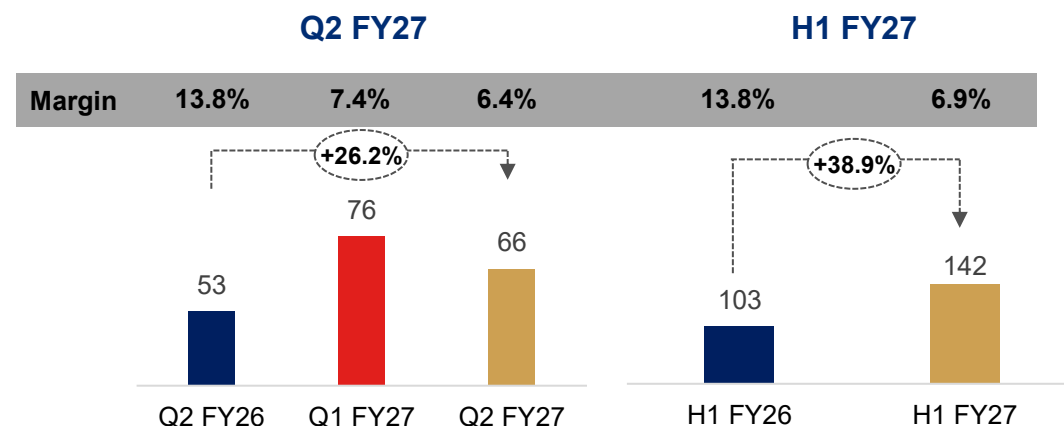
Revenue (₹ crs)



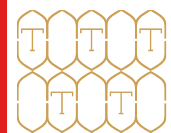
EBITDA (₹ crs) & EBITDA Margin (%)



PAT (₹ crs) & PAT Margin (%)



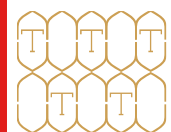
Note: Profit after tax excluding exceptional items of INR 11 crore and acquisition related amortization of INR 35 crore in Q2 FY27



Income Statement (Including Subsidy¹)

Particulars (₹ Crs)	Q2 FY27	Q2 FY26	YoY	Q1 FY27	QoQ	H1 FY27	H1 FY26	YoY
Revenue from Operations (Gross)	2,438	897	171.8%	2,252	8.2%	4,690	1,746	168.7%
Excise Duty	1,402	517	171.0%	1,206	16.2%	2,609	972	168.4%
Revenue from Operations (Net)	1,035	380	172.8%	1,046	(1.0%)	2,081	773	169.1%
Cost of Material Consumed	665	206	222.4%	547	21.6%	1,211	415	192.0%
Change in Inventories	(63)	0	NM	47	NM	(17)	(12)	NM
Total Cost of Goods Sold	601	206	191.8%	593	1.3%	1,195	403	196.6%
Gross Profit	434	174	150.1%	453	(4.1%)	887	371	139.2%
Employee Expenses	47	16	186.4%	46	2.8%	93	30	204.9%
Other Expenses	239	97	146.7%	238	0.5%	477	186	157.0%
EBITDA	148	60	145.8%	169	(12.4%)	317	155	104.9%
EBITDA Margin (%)	14.3%	15.9%	(157 bps)	16.1%	(186 bps)	15.2%	20.0%	(477 bps)
Depreciation & Amortization	46	7	529.5%	45	1.6%	92	15	527.0%
EBIT	102	53	92.5%	123	(17.6%)	225	140	60.8%
EBIT Margin (%)	9.8%	13.9%	(410 bps)	11.8%	(197 bps)	10.8%	18.1%	(729 bps)
Finance Cost	69	2	NM	66	4.4%	136	5	NM
Other Income	1	2	(64.0%)	5	(82.9%)	5	6	(17.1%)
Exceptional Items	(11) ²	0	NM	(30) ³	NM	(41)	0	NM
Profit Before Tax	22	53	(57.9%)	31	(29.2%)	54	142	(62.0%)
Tax	0	0	NM	0	NM	0	0	NM
Profit after Tax before Share of Profit/(Loss) of Associate	22	53	(57.9%)	31	(29.2%)	54	142	(62.0%)
Share of Profit/(Loss) of Associate	0	0	NM	0	NM	0	0	NM
Profit After Tax	22	53	(57.7%)	32	(29.5%)	54	141	(61.9%)
Profit After Tax excl. Exceptional Items	33	53	(37.0%)	62	(46.2%)	95	141	(32.8%)
PAT Margin (%) excl. Exceptional Items	3.2%	13.8%	NM	5.9%	(267 bps)	4.5%	18.1%	NM
Reported Diluted EPS (As per Profit after Tax)	0.89	2.69	(66.8%)	1.27	(29.7%)	2.16	7.21	(70.0%)

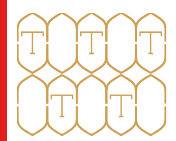
Note: (1) Subsidy amounts: INR 2 crores in Q2 FY27, INR 20 crores in Q1 FY27, Nil for Q2 FY26, INR 22 crores in H1 FY27 and INR 39 crores in H1 FY26; (2) Includes INR 8 cr of TSMA costs, INR 3 crores of transaction & integration costs; (3) Includes INR 23 cr of TSMA costs, INR 7 crores of transaction & integration costs



Balance Sheet

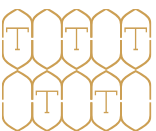
Particulars (₹ Crs)	As at Sep-26	As at Mar-26
EQUITY & LIABILITIES		
Equity		
(a) Equity share capital	248	247
(b) Other equity	2,770	2,735
Total Equity	3,018	2,982
Liabilities		
Non-Current Liabilities		
Financial liabilities		
(i) Borrowings	2,035	2,028
(ii) Lease liabilities	3	4
(iii) Other Financial Liabilities	257	247
Provisions	15	22
Total Non-Current Liabilities	2,310	2,301
Current Liabilities		
Financial liabilities		
(i) Borrowings	167	267
(ii) Lease liabilities	3	2
(iii) Trade payables; total outstanding dues of		
(a) micro enterprises and small enterprises	91	42
(b) creditors other than micro enterprises and small enterprises	337	295
(iv) Other financial liabilities	130	68
Other current liabilities	124	98
Provisions	83	105
Total Current Liabilities	935	877
Total Equity & Liabilities	6,263	6,160

Particulars (₹ Crs)	As at Sep-26	As at Mar-26
ASSETS		
Non-Current Assets		
Property, plant and equipment	500	493
Capital work-in-progress	16	60
Right of use assets	5	6
Intangible assets	3,203	3,273
Financial Assets		
(i) Investments	40	32
(ii) Loans	0	0
(iii) Other Financial Assets	67	52
Non-Current Tax Assets (Net)	11	9
Other non-current assets	64	44
Total Non - Current Assets	3,906	3,970
Current Assets		
Inventories	531	402
Financial Assets		
(i) Investments	0	0
(ii) Trade receivables	1,555	1,272
(iii) Cash and cash equivalents	72	218
(iv) Other bank balances	46	142
(v) Loans	0	0
(vi) Other financial assets	21	1
Other current assets	133	156
Total Current Assets	2,357	2,190
Total Assets	6,263	6,160



Cash Flow

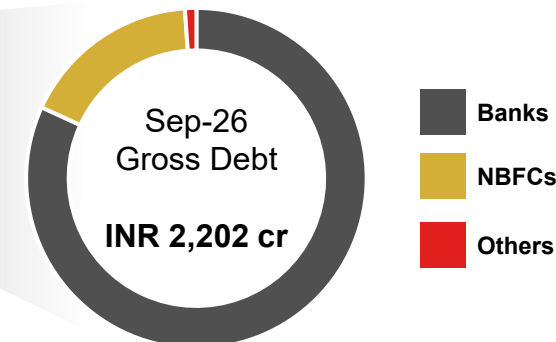
Particulars (₹ Crs)	Half year ending Sep-26	Half year ending Sep-25
Cash Flow from Operating Activities		
Profit before Tax	54	142
Adjustment for Non-Operating items	246	17
Operating Profit before Working Capital Changes	299	158
Changes in Working Capital	(302)	(87)
Less: Direct Taxes paid	(2)	(2)
Net Cash from Operating Activities	(4)	70
Net Cash from Investing Activities	81	(243)
Net Cash from Financing Activities	(222)	987
Net increase / (decrease) in Cash & Cash equivalent	(146)	814
Opening cash and cash equivalents	218	16
Closing cash and cash equivalents	72	830



Current Gross and Net Debt Position

Particulars (INR crores)	Mar-26	Jun-26	Sep-26
Term Loan ¹	2,040	2,041	2,043
Working Capital Loan	230	175	135
Others	25	25	24
Total Gross Debt	2,295	2,241	2,202
Cash & Cash Equivalents	384 ²	141 ²	128 ²
Total Net Debt	1,911	2,100	2,074

*Increase in Net Debt from Mar-26 to Sep-26 is on account of complete working capital-cycle investment;
Target Net Debt for Mar-27 below Mar-26 levels*



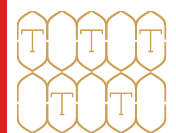
Key Lenders



Salient Features of the Term Loan

- Term loan is for a period of 6 years of which the initial 2 years have a principal moratorium
- Post-moratorium, the loan has a balloon repayment structure, with 65% of the principal repayment to be made in the 6th year
- The effective interest rate on the above term loan is ~10%-11%

Note: (1) Loan amount of INR 2,100 crores is adjusted for arranger fees, professional fees, etc.; (2) Includes cash & cash equivalents, bank balances, short term bank deposits, term bank deposits, earmarked deposits and investment in liquid securities



Proven Leadership to Deliver Continued Success



No. of years of experience



Amit Dahanukar
*Chairman &
Managing Director*



Shivani Dahanukar
Executive Director



Ahmed Rahimtoola
Chief Marketing Officer

30+

Allied Blenders &
Distillers, United
Breweries



Ameya Deshpande
Chief Strategy Officer

18+

Authenticook (Co-
Founder),
Deutsche Bank,
BNP Paribas



Nishant Jain
Chief Sales Officer

25+

Inbrew, Allied
Blenders &
Distillers, Pernod
Ricard



Ina Bajwa
Chief People Officer

20+

Tata Group,
Landmark Group



Anil Singal
Deputy CFO

27+

Jagatjit Industries,
Allied Blenders &
Distillers, Radico
Khaitan



Sanaya Dahanukar
*GM – Growth &
Innovation*



Ishwinder Singh
*Head – Brand
Marketing, Imperial
Blue*

26+

Pernod Ricard,
United Spirits,
SABMiller,
ABInBev



Yuvraj Singh Som
*SVP – Integrated
Supply Chain,
Corporate Affairs,
Exports & CSD*

18+

Radico Khaitan,
Tata Chemicals



Tarun Behl
*SVP – Manufacturing
& Operations*

28+

United Spirits,
Shaw Wallace



Minuzeer Bamboat
*Company Secretary,
Head – Legal &
National Finance
Controller*

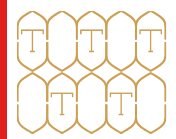
20+



**Sai Amrutkumar
Vegiseti**
*Head of IT & Special
Projects*

14+

Allied Blenders &
Distillers



Key Updates on Integration

>90%

*IB volumes under TI
operations (balance still
under TSMA)*

1 State

*Remains under TSMA
(max Q4 FY27 exit)*

~INR 2.6 cr

*Avg. monthly TSMA
expenses in Q2 FY27*

40+ Units

*Post TSMA exit for steady
state business*

Big 4 Advisor

*Integration consultant for
smooth transition*

Cost Optimization Initiatives

Savings from Day 1 of Acquisition



Employee Cost: Existing team set-up in South India + efficient cost structures

Savings during & post-Integration Period (within 24 months)



Packaging: Identified non-disruptive initiatives for changes in packaging to reduce costs



Customs: Reduction in custom under India-UK FTA from 150% to 75% for scotch import

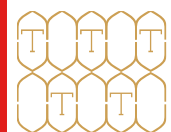


Bottling Charges: Entering new arrangement with bottlers

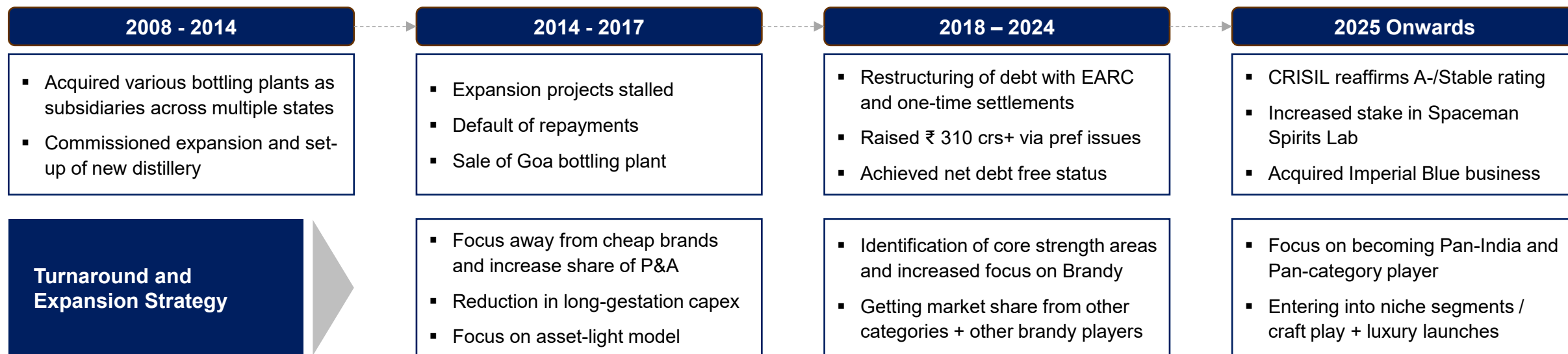
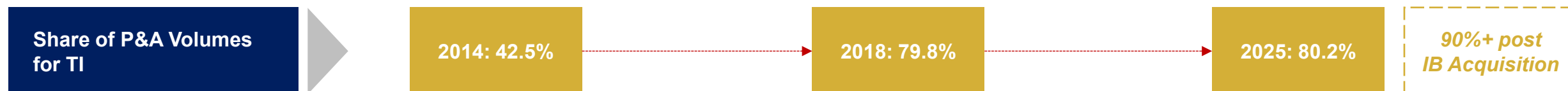


General, IT & Admin Overheads: Leaner cost structures

Cost savings will result in 250 – 400 bps in margin expansion on the acquired business



TI Journey Over the Years



Preferential Issues in 2021 – 2022

Month	Funds Raised	Investors
Dec-21	INR 126 crores	Lotus Family Trust, Promoter Group
Jun-22	INR 85 crores	Channel Partners
Dec-22	INR 100 crores	Think Investments

Select Key Investors in 2025 Preferential Issue



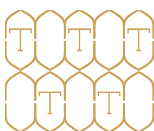








Promoter Group, Axana Estates, QRG Investments, and many other reputed investors and family offices



New Launches & Strategic Investments - Transformation of TI



Tilaknagar Industries

2 years ago

Brandy-first portfolio with regional concentration towards Southern India

- **90%+** volume saliency from Brandy
- **85%+** volume saliency from Southern India
- **2-brand** and **1-category** player



Strategic Investments



Spaceman Spirits

Entry into Craft Spirit space

Black Tiger Distilleries

Entry into Tequila

Round The Cocktails

Entry into disruptive categories

Luxury Launches



Monarch Legacy Edition

Entry into Luxury Brandy Segment

Seven Islands Pure Malt Whisky

Entry into Luxury Whisky Segment

Inorganic Acquisitions



Imperial Blue Brands

3rd Largest IMFL Brand

Future Organic Launches in P&A Segment



New Launches

Presence across profitable price points with Pan India presence



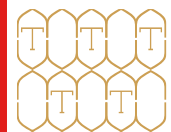
Tilaknagar Industries

Journey Ahead

Pan-India Player with 2 of the largest brands in 2 of the largest IMFL Categories

- **65%+** and **30%+** volume saliency from Whisky and Brandy respectively ^(a)
- Seamless Integration of IB
- Meaningful play in super premium & luxury space

(a) Data for LTM Mar-26



House of TI Premium Portfolio: Expansion Continues into Assam



**Monarch Legacy
Edition Brandy**

MRP – INR 5,000 (750 ml)



**Seven Islands
Pure Malt Whisky**

MRP – INR 4,500 (750ml)



**Samsara Contemporary
Indian Gin**

MRP – INR 2,000 (750 ml)



**Samsara
Pink Gin**

MRP – INR 2,400 (750 ml)

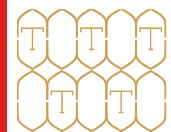
Entry into Assam following West Bengal Expansion:

- ✓ Expands the width for premium product range, leveraging the IB distribution network
- ✓ Kolkata, Siliguri, Asansol and Darjeeling are key premium markets within West Bengal with high foot-fall of target consumers
- ✓ Entry into Assam expands House of TI's presence in the Northeast, creating opportunities to tap into the region's growing premium spirits market
- ✓ Pathway to high-end key accounts with increasing commercialization

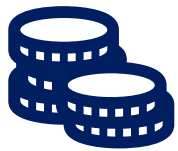
House of TI's India presence:

- | | | |
|---------------|-------------|---------------|
| ✓ Maharashtra | ✓ Kerala | ✓ Puducherry |
| ✓ Karnataka | ✓ Odisha | ✓ West Bengal |
| ✓ Goa | ✓ Meghalaya | ✓ Assam |

Brands under House of TI to be launched across more markets in FY27, on the back of Imperial Blue distribution network



TI Enters Tequila through Strategic Investment in Bodega



Investment

₹ 22 crores

₹6 crore in the first tranche, followed by a second investment of ₹16 crore on or before 12 months from first tranche



Stake Acquired

30%

On fully diluted basis post second tranche of investment

Why this investment matters

- **Entry into a high growth category**
India's tequila market grew at ~60% CAGR between 2020 and 2025
- **Addressing a white space**
Bodega, a 100% Blue Weber Agave Tequila, is plugging the gap at an accessible premium price point
- **Strategic Partnership**
Partnering across the value chain with Productos Finos De Agave (tequila manufacturer) & Mansha Group (alcobev distributor)

THE BODEGA RANGE



BLANCO

Fresh Agave · Mint ·
Caramel · Roasted
Pumpkin · Cashew

Price in Maharashtra
750ml - ₹4,200



REPOSADO

Vanilla · Caramel ·
Peach · Candied
Orange · Oak Spice

Price in Maharashtra
750ml - ₹4,500



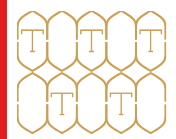
AÑEJO

Vanilla · Golden Apple ·
Apricot · Citrus · Oak

Price in Maharashtra
750ml - ₹5,500

Strategy Ahead





Ameya Deshpande
Chief Strategy Officer

“We are very excited about our foray into Tequila, with the investment in Black Tiger Distilleries, the makers of Bodega Suprema No. 5 – a 100% Blue Weber Agave Tequila.

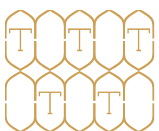
Our strategic investment approach continues to be opportunity-led and disciplined, with capital allocated based on the strategic attractiveness of an opportunity and long-term profitability in mind. We look at brands and businesses with strong consumer propositions, differentiated liquid, attractive growth potential, and the ability to scale through our distribution and operating platform. Our goal is to build a stronger, more diversified and increasingly premium-focused spirits company.”



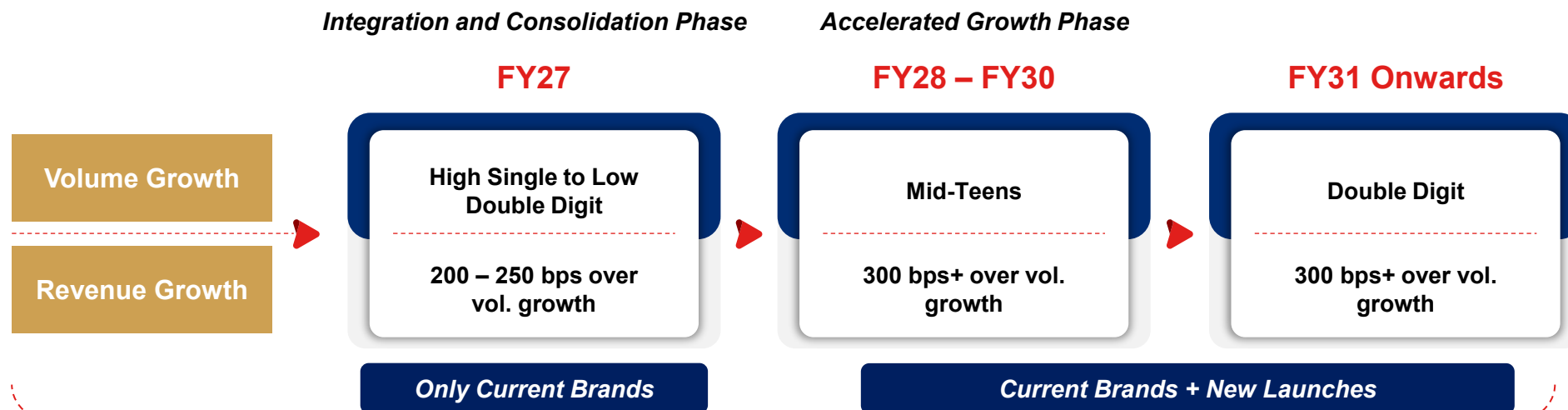
Yuvraj Singh Som
*SVP – Integrated Supply
Chain, Corporate Affairs,
Exports & CSD*

“Over the past 6 months, the packing material prices have been under significant pressure leading to short-term gross margin stress. Additionally, the current quarter exited with a significant jump in ENA prices on the back of increasing power costs, grain costs and delayed rains.

While the current environment continues to remain inflationary, we are working on several initiatives around supply chain efficiencies and innovations to manage the impact of rising input costs. We are confident of mitigating these inflationary pressures over the short to medium term going forward.”

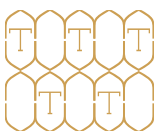


Tilaknagar's Growth Trajectory: Next 5 Years and Beyond

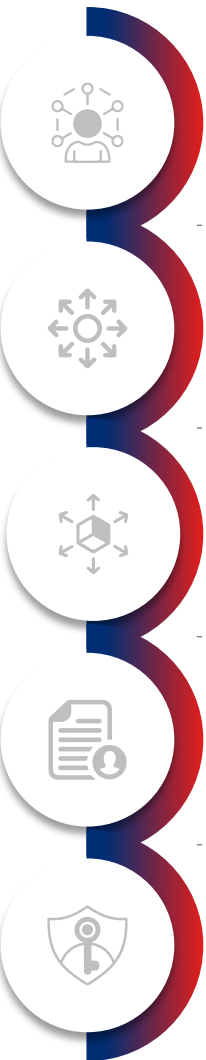


Leverage Pan-India Distribution Footprint for Launches across Premium Price Points

Target to reach an EBITDA margin of 16 – 18% on combined business by FY29



Tilaknagar's Growth Trajectory: Luxury Push is a Central Theme



Presence in Luxury and Super Premium Segments across all Categories

Phased Expansion of Seven Islands into 10+ states

Increase Distribution Depth for Monarch in Existing States + Leverage Seven Islands and SSL Distribution in Non-Brandy High Potential Markets

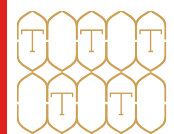
Expanding SSL Owned Brands in TI strong-hold Markets under the Usership Agreement

Overall Increasing Presence in Key Account Establishments



- Seven Islands Pure Malt Whisky: Launched in Nov-25
- Planned expansion into all key luxury markets across India in FY27
- India's first luxury 100% grape brandy present across few luxury markets
- Expansion into high potential markets in FY27 / FY28
- Strong export potential for Asia and Europe
- Leverage usership agreement with SSL for its brands across select Indian states and international markets

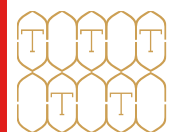




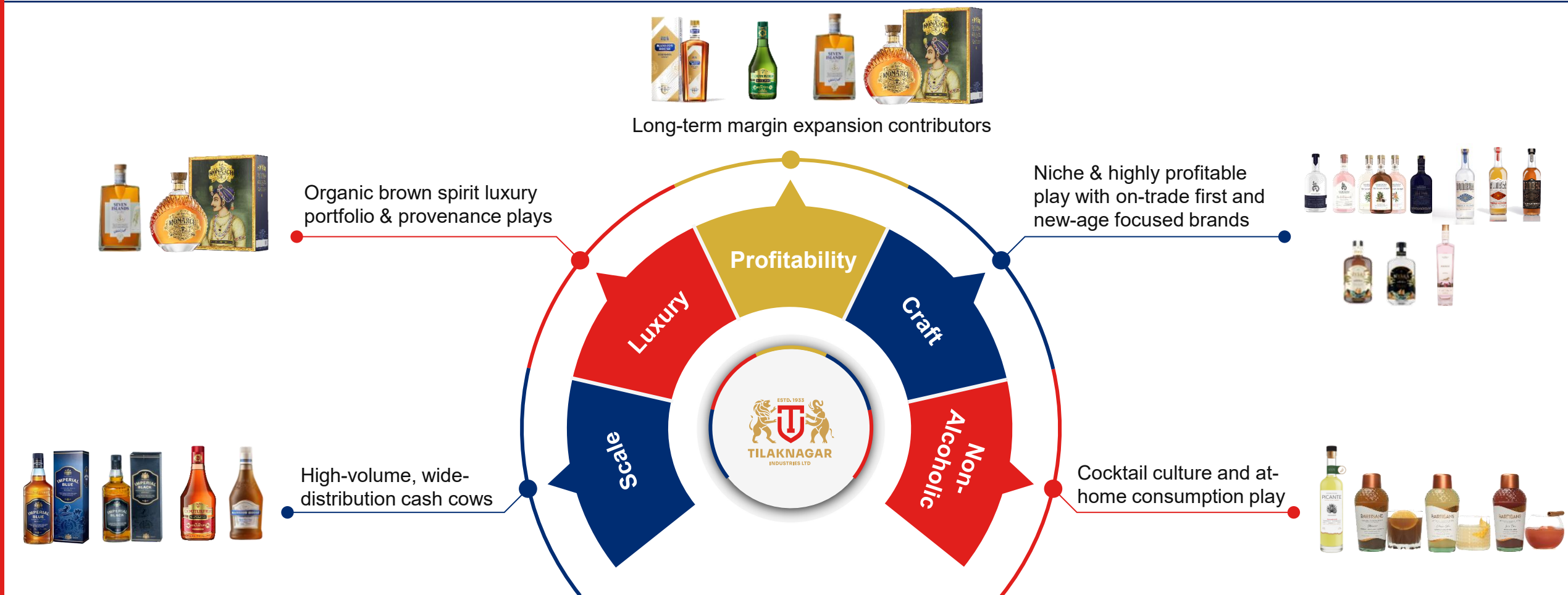
TI's Portfolio: Presence Across Categories and Price Points

	Whisky	Brandy	Rum	Vodka	Gin	Tequila / Agave
Luxury / Super Premium Industry : ~11 Mn	 Seven Islands Pure Malt Whisky	 Monarch Legacy Edition Brandy	 Sitara Spiced & White Rum	 Amara Vodka	 Samsara Gin	 Bodega Picante
Premium / Semi-premium Industry : ~100 Mn	 Mansion House Whisky	 Courier Napoleon Red & Green	 Mansion House Flandy			
Deluxe / Prestige Industry : ~100 Mn	 Imperial Blue Imperial Black	 Mansion House Brandy			 Blue Lagoon	
Regular Industry : ~240 Mn	 Senate Royale	 Courier Napoleon Gold	 Madira			

New launches, planned from FY28 onwards, will be aimed at filling the white-spaces in Prestige & Above segments



TI's Portfolio: Each Brand Focuses on Specific Objectives



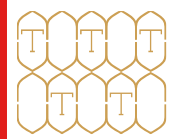
TI has built a high-functioning portfolio with each brand uniquely contributing to the overall platform and providing significant cross-leveraging opportunity in the long-term w.r.t. distribution, profitability and premiumization

Awards & Recognition & Marketing Initiatives



(a) Awards / Recognitions





**Awards across
2023, 2024, 2025
& 2026**

Mansion House is the highest selling & fastest growing premium brandy in the World...

...Imperial Blue is the 3rd largest whisky Globally



1st



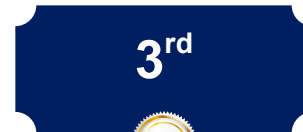
Fastest
growing
premium
brandy globally



2nd



Largest
selling premium
brandy globally



3rd



Largest selling
brandy globally



3rd



Fastest growing
among the
world's top 25
largest spirits
brands

8th

Largest selling
spirits brand in
India



3rd



Largest
selling whisky
in India



3rd



Largest
selling spirits
brand in India



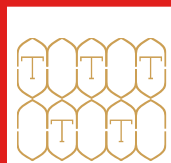
3rd



Largest
selling whisky
globally

7th

Largest
selling spirits
brand globally



Won Multiple Awards at the 'Spiritz Conclave & Achievers' Awards 2026



Seven Islands Pure Malt Whisky – Grand Gold



Monarch Legacy Edition Brandy – Grand Gold



Mansion House Flandy - Gold



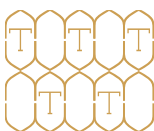
Mansion House Whisky - Silver



Mansion House Brandy - Silver



Best Brand Campaign of the Year Digital 2026
Dil Open Cheyi. Life Welcome Cheyi



Won Multiple Awards at the 'Spiritz Conclave & Achievers' Awards 2026



Seven Islands Pure Malt Whisky – Grand Gold



Monarch Legacy Edition Brandy – Grand Gold



Mansion House Flandy – Gold



Best Brand Campaign of the Year Digital 2026 – Dil Open Cheyi. Life Welcome Cheyi

‘Dil Open Cheyi. Life Welcome Cheyi’ Campaign Bags Multiple Awards



Platform

- ET DigiPlus Awards 2026 by ET BrandEquity

Recognition

- Gold** - Best Regional Campaign – Dil Open Cheyyi. Life Welcome Cheyi



Platform

- MADDY's 2026

Recognition

- Bronze** - Digital Brand Campaign – Dil Open Cheyi. Life Welcome Cheyi

‘Dil Open Cheyi. Life Welcome Cheyi’ Campaign Bags Multiple Awards



Platform

- 17th edition of the e4m Indian Digital Marketing Awards (IDMA) 2026

Recognition

- Gold** - Best Benchmark Content / Branded Content – Dil Open Cheyi. Life Welcome Cheyi

Platform

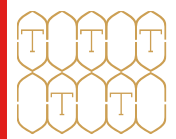
- 6th edition of the Indian Marketing Awards – South 2026 (IMA South), presented by exchange4media

Recognition

- Gold** – Branded Content : Food & Beverages
- Silver** – Best Use of Integrated Marketing : Food & Beverages

(b) Marketing Initiatives: Luxury and Super Premium





Having Said That x Seven Islands - Island Wars

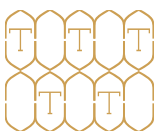
A high-energy infotainment race show where two pairs sprint across Mumbai's original seven islands — solving riddles, completing challenges and uncovering the city's hidden history. Vice meets The Amazing Race.

- Format -** 6 episodes (18-20 min)
- Concept -** 2 pairs race across Mumbai's 7 original islands
- Distribution -** YouTube launch → OTT partnership (target)
- Frequency -** 1 episode/week, progressive rollout
- Success-metric** Watch-time, VTR, finale press, OTT pickup

ISLAND WARS

PRESENTED BY





Seven Islands x The Bombay Bar Crawl

THE BOMBAY BAR CRAWL

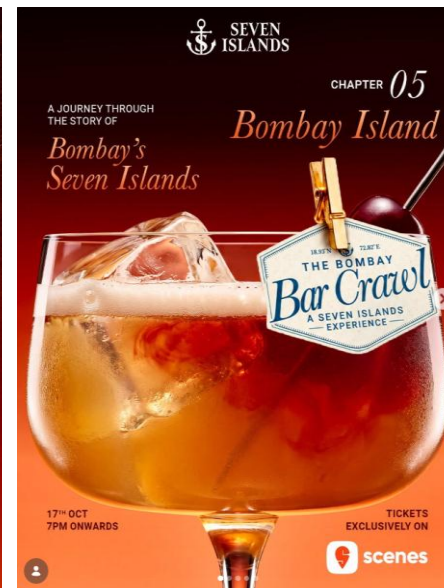
Exploring Bombay, One Island at a time

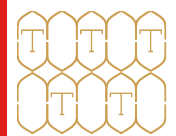


Concept

Bombay was seven islands once, joined over a century and a half into one shore. Seven Islands Pure Malt Whisky is built the same way: four single malts, two Indian and two Scottish, brought together into one.

The Bombay Bar Crawl with Seven Islands, in association with Swiggy Scenes, takes that idea into the city. Six Saturdays, one island each, three bars a night, with a signature cocktail each, a guided tasting and a host who knows the history.





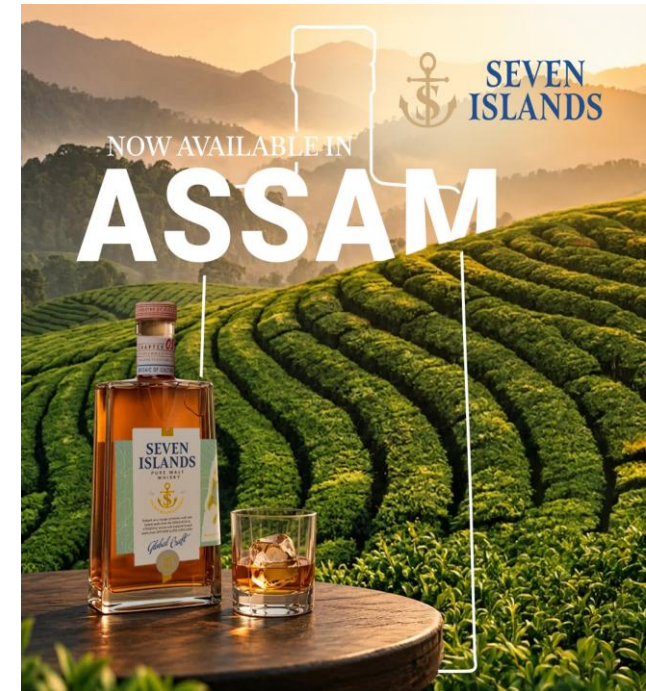
Other Marketing Initiatives



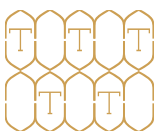
Sanaya Dahanukar, General Manager – Growth & Innovation at TI featured in the inaugural episode of Sober Sessions by Unsobered



As part of its Independence Day celebrations, TI showcased Mansion House Brandy and Monarch Legacy Edition Brandy across Times Square in New York



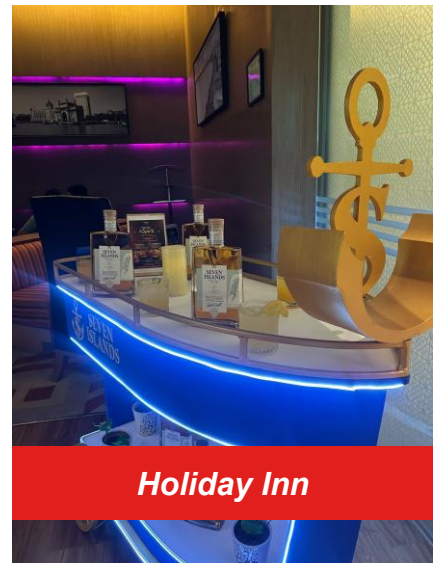
Seven Islands Pure Malt Whisky launched in Assam



Seven Islands Pure Malt Whisky – Key Account Activations



Courtyard by Marriot



Holiday Inn



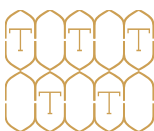
Radisson Blu



Le Meridian



Aer, Four Seasons



Monarch Legacy Edition Brandy – Key Account Activations



THE BOX LOUNGE

MONARCH

The Monsoon Pour

7th August To 23rd August

Sip on our limited-edition toddy cocktails crafted to keep the monsoon spirits high

BUY 1 GET 1 FREE ON ALL MONSOON COCKTAILS

Scan the QR above to book your seats directly.

For reservations: +91 9152308501
Courtyard By Marriott, Navi Mumbai - 400706

COURTYARD
By Marriott
Navi Mumbai

TEC APPLY

Courtyard by Marriot



Radisson Blu



Basil & Beans



CR

CHEERS REPUBLIC

— CLUB | BAR | SKY LOUNGE —

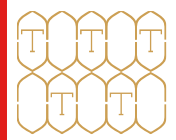
LIVE MUSIC

SAMSARA
CONTEMPORARY INDIAN GIN

MONARCH
100% PURE GRAPE BRANDY

5th September
For booking: 07381181849

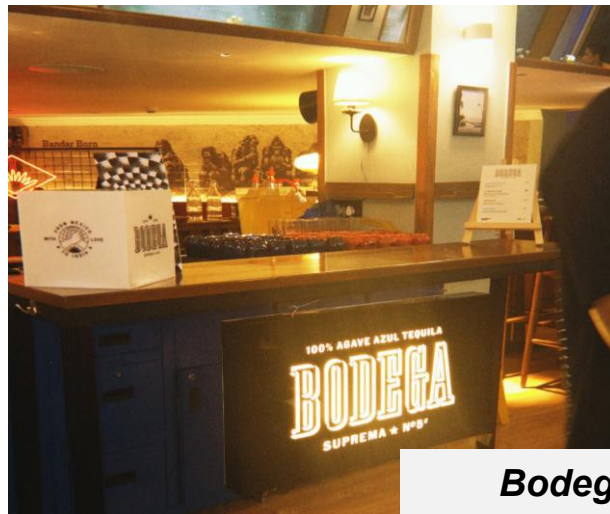
Cheers Republic



Bodega Launch at Bandra Born

17 August 2026 · Bandra Born, Mumbai

- Bodega Nights marked the official launch of Bodega in Mumbai and the first edition of the brand's experiential dining and cocktail series.
- Hosted at Bandra Born in collaboration with Chef Gresham Fernandes and Spill It, the evening was curated for bar and restaurant owners and key stakeholders across the industry.
- Guests experienced a guided tasting of Bodega Blanco, Reposado and Añejo, followed by tequila cocktails paired with courses across the meal.



Bodega Nights



Bodega Activation at Key Accounts & Events in Mumbai



Slink & Bardot



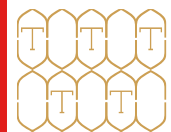
Soho House



Galleries Lafayette



Bodega X STAK'D at Papi



Bodega Activation at Key Accounts & Events in Mumbai



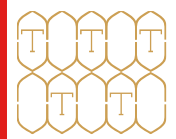
Bodega X One Amazing Thing '26



The Neighbourhood Festival 2026



Bodega X Barfind at Subko



Content IP

- Last Call is a culture-led content series by Bodega in collaboration with Mumbai Foodie/Servd, exploring Mumbai's legacy bars through the stories, people and communities that make them institutions.
- The series brings Bodega into the heart of Mumbai's bar culture, documenting the character and history of neighborhood drinking spaces through video storytelling.
- **Episodes:** Vithal's Family Restaurant & Bar (Episode 1), followed by Ambience Bar (Episode 2).



House of Samsara Activation at Key Accounts & Events



Delhi Art Weekend



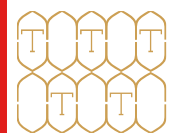
Samsara x Swiggy SERV'D



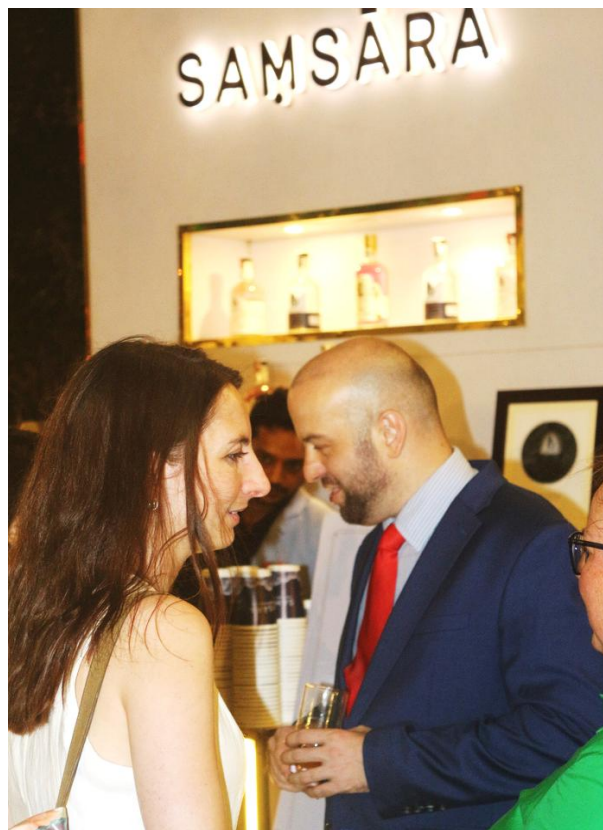
Samsara x Superqueens



Samsara x Chapter 2



House of Samsara Activation at Key Accounts & Events



Mexican National Day, Delhi



Panjim Picante Party



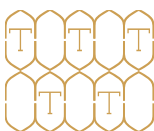
Jungle Café, Bangalore



Bottoms Up x Cheryl Bar, Goa

(b) Marketing Initiatives:
Imperial Blue





Imperial Blue - Key Marketing Interventions

NATIONAL ROLLOUT OF AN THEME INTEGRATED CAMPAIGN WITH A NEW DIGITAL FIRST CAMPAIGN, SUPPORTED WITH INNOVATIVE CLUTTER BREAKING OOH, MEMES, CGI



Meta



LAUNCH OF IB'S STAND UP COMEDY IP:
MEN WILL BE MEN X ZEE

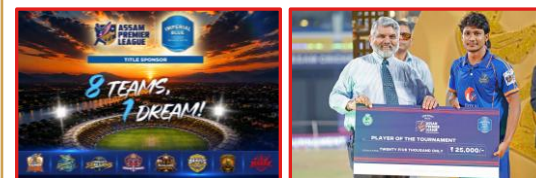


Collaboration with
Zee5 network

Gurleen Pannu ~ 4M
Followers | Jaspreet
Singh ~ 2.8M
Followers | Rohit
Swain ~ 188K
Followers | Anirban
Das Gupta ~ 275K
Followers

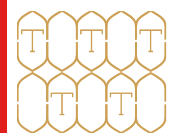


IMPERIAL BLUE X ASSAM PREMIER
LEAGUE



Lead Sponsor of
Assam Premier
League

Leveraging the Youth
passion point of
Cricket



Imperial Blue – ‘Because Men Will be Men’ Campaign

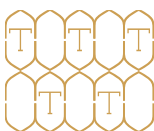
First **Imperial Blue**
Packaged Drinking Water
campaign under Tilaknagar
Industries.

Showcase our intent in
unlocking **Imperial Blue's**
established equity and
accelerating its growth story.

Leverage it's iconicity to reach
to a **new generation** of
consumers.



- A new chapter for the franchise, not a one-off. The lift is back, while situations and ‘Mennisms’ keep changing
- Enhances Imperial Blue’s iconic distinctiveness in a highly competitive category
- Unlocks existing equity just before the festive season and helps accelerate Imperial Blue's growth story
- Takes the franchise to a new generation of consumers
- The Imperial Blue team leverages a young cast, a new director and new creative partners to curate a warmer and endearing brand execution
- Strengthens brand linkage with humour and relatable men’s quirks



Key Marketing Interventions for Imperial Blue & Imperial Black

Driving premiumisation by leveraging Imperial Blue Dual Cask and Imperial Black



Premiumization push – Imperial Black in UP & Meghalaya in August



Imperial Blue Dual Cask drive in West Bengal & Uttar Pradesh

Activation driving consideration, trials and conversions in select markets



90ml ml Drive in select markets driving recruitment and trials



Driving Conversions in Core markets



Activating On trade in Select markets



Festival activations in core markets

Imperial Black Launch in Uttar Pradesh & Meghalaya

Imperial Black Launch in Uttar Pradesh

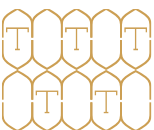


Imperial Black Launch in Meghalaya



(c) Mansion House Marketing Initiatives





Premium Packaging Revamp for Mansion House Flandy



New Flandy Bottle

- **Bottle Structure**
Sleek, modern & bold — embodies youthful energy and spontaneity
- **Dynamic Design & Vibrant Color Palette**
Exudes energy and vibrant colors — reflects Flandy's joyful and spontaneous character
- **Youthful Appeal**
Modern & minimalist typography. Instagram-worthy and trend-conscious



New Flandy launch in Telangana



New Flandy launch in Andhra Pradesh



For further information, please contact:

Company :



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Abhirav Patodia
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mitesh@cdr-india.com



Thank You