



Date: 23.05.2025

**To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001**

Scrip Code: 530305

**Subject: Compliance of Regulation 30 of the Securities and Exchange Board of India
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Press Release dated May 23, 2025 announcing the launch of Cashmir Vodka.

You are requested to take a note of the same.

Thanking you,

**Yours Faithfully,
For Piccadily Agro Industries Limited**

**Sd/-
Niraj Kumar Sehgal
Company Secretary
A-8019**

Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

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CIN No.: L01115HR1994PLC032244



PICCADILY

PRESS RELEASE

PICCADILY LAUNCHES 'CASHMIR': INDIA'S FIRST SMALL-BATCH LUXURY VODKA MADE WITH HERITAGE ORGANIC INDIAN WINTER WHEAT



23rd May'25, New Delhi, India – Piccadily Agro Industries Limited, producers of the most awarded triple cask single malt – Indri, and Camikara - the only Indian rum to ever win a gold medal internationally, proudly announces the launch of **Cashmir**, a small-batch luxury vodka. Carefully crafted from heritage organic Indian winter wheat and with the pristine waters of the Kashmir Valley, *Cashmir* is a tribute to the land's poetic beauty and timeless mystique. With this latest creation, Piccadily expands its premium portfolio, introducing a spirit that is not just distilled, but deeply inspired.

Crafted from finest organic, non-GMO, non-hybrid heritage Indian winter wheat, *Cashmir* embodies purity from the very start. What truly sets it apart is the pristine water sourced from the Kashmir Valley—renowned for its untouched clarity, natural mineral content and glacial origins—bringing unmatched freshness and purity to every sip. *Cashmir* is distilled seven times (7X) to achieve an exceptional level of clarity and smoothness, resulting in a refined vodka that is velvety on the palate and clean in finish.

Drawing inspiration from Dal Lake's drifting shikaras, the blush of Kashmiri apples, the saffron fields of Pampore, and the artistry of papier-mâché, *Cashmir* reflects the quiet grandeur of the region. Rooted in the rich terroir of India and guided by a vision to create a world-class expression, *Cashmir* is not just a vodka—it is a symbol of refined luxury, purity and timeless sophistication. Produced in limited quantities, *Cashmir* reflects the evolving taste of a new generation of Indian luxury consumers who seek purity, purpose and provenance in every sip.

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Introducing Cashmir Vodka: Key Highlights

- **Crafted from heritage Indian winter wheat** – organic, non-GMO and non-hybrid.
- **Naturally sustainable** – designed for purity with minimal environmental footprint.
- **7x distilled** for an ultra-smooth, refined taste profile.
- **Blended with glacial water** from the pristine Kashmir Valley.

Surrinder Kumar, Master Blender, Piccadily Agro Industries Limited said *“Cashmir Vodka is my heartfelt tribute to the breathtaking land of Kashmir—a place that holds deep personal meaning for me. As a proud Kashmiri, it was important to craft something that not only reflects the purity and beauty of the region but also captures its soul. With Cashmir, we’ve created an ode to the valley’s natural splendour, using its pristine glacial waters and honouring its timeless heritage.”*

“With Cashmir, we proudly expand our portfolio beyond award-winning single malts and rums into the world of ultra-premium vodka. This is a natural evolution in our journey to place Indian spirits firmly on the global map—defined by quality, authenticity, and innovation. Cashmir embodies the very essence of Indian luxury: rich, refined, and rooted in tradition.” said **Praveen Malviya, CEO (IMFL), Piccadily Agro Industries Limited**

At an ABV of 42.8%, Cashmir will debut in select Indian and international markets.

Price on request.

* * *

Stock Ticker:(PICCADIL | 530305 | INE546C01010)

<https://www.bseindia.com/stock-share-price/piccadily-agro-industries-ltd/piccadily-agro-inds/530305/>

About Piccadilly Agro Industries Limited (PAIL)

Piccadilly Agro Industries Limited (PAIL) is a publicly listed company on BSE LTD (BSE: PICAGRO). The company operates primarily in two strategic business segments: Distillery and Sugar. Its manufacturing facility is located in Indri, Haryana, covers 168 acres and is equipped with advanced technology for producing a diverse range of products, including Malt, Extra Neutral Alcohol (ENA), Ethanol, and White Crystal Sugar.

Piccadilly Agro Industries Limited has established itself as a key player in the alcoholic beverages industry, particularly renowned for its expertise in malt spirits. The company boasts a robust portfolio that includes

premium expressions of Indri single malt whisky, blended malt whisky brands and Camikara, premium sugarcane juice aged rum.

In 2022, Piccadilly Agro Industries Limited made a significant mark with the launch of ‘Indri’ its flagship single malt whisky brand, aimed at catering to discerning consumers who appreciate quality and

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craftsmanship in spirits. By focusing on premiumization strategies and leveraging its technical capabilities,

the company has successfully positioned itself as a leader in the Indian single malt whisky market by becoming the 'fastest growing single malt whisky brand' in 2024.

Website: www.piccadily.com

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Disclaimer

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