



Date: 03/06/2025

**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 June 03, 2025 announcing the new packaging and blend for Whistler barrel aged blended malt whisky.

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)

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CIN No.: L01115HR1994PLC032244



PRESS RELEASE

PICCADILY AGRO INDUSTRIES LIMITED AIMS TO TARGET 1 MILLION CASES OF WHISTLER BARREL AGED BLENDED MALT WHISKY IN THE NEXT 3 YEARS

Unveils Whistler Whisky With A Striking Premium Look And A Premium Blend



3rd June'25, New Delhi — Piccadily Agro Industries Limited is proud to announce the relaunch of **Whistler Barrel Aged Blended Malt Whisky**, featuring an all-new, premium packaging and an enhanced premium blend that captures the spirit of craftsmanship and storytelling. Whistler Whisky has undergone a thoughtful transformation to better reflect its distinguished character and exceptional quality.

Whistler's new avatar is a true celebration of barrel ageing, maturation and the delicate art of blending. The finest matured malt and grain spirits have been handpicked and patiently aged in oak wood barrels, creating a whisky that's smoother, more elegant and even more memorable than before.

Inspired by the rare and elusive Whistler Warbler, a vibrant songbird native to the region of Indri, the refreshed packaging reflects the whisky's premium ethos with a more modern, sophisticated design. It pays homage to the Whistler bird through intricate detailing and bold colour palettes that echo the bird's natural beauty, standing out on shelves while telling a story of heritage and harmony.

The new Whistler expression offers a more layered and complex drinking experience—crafted for today's evolving palate, yet grounded in traditional whisky-making excellence.

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Tasting Notes:

- **Nose:** Warm and inviting, with dried apple and apricot at the forefront. Vanilla cream and caramelised malt add delicate sweetness, complemented by toasted oak, cinnamon, and floral hints.
- **Palate:** Silky and well-rounded with a rich malt core. Notes of toffee, pineapple, and vanilla glide through the sip, underscored by gentle spice and warmth.
- **Finish:** Medium to long, leaving a graceful trail of mellow sweetness and soft refinement.

Available in 750 ml | 42.8% ABV with a price range of INR 7500-1500, Whistler Whisky will be available across premium retail outlets and on-trade venues across India, with plans for export expansion in the coming months.

“Whistler’s new premium look is more than a brand refresh — it’s a strategic play to capture the next wave of premium whisky consumers,” said **Praveen Malviya, CEO – IMFL, Piccadily Agro Industries Limited**. “With its elevated blend and bold new identity, Whistler is poised to disrupt the mid-premium segment. Our goal is ambitious — 1 million cases in the next three years — and we’re confident Whistler will become a powerhouse brand that redefines what Indian blended malts can achieve.”

Whether sipped neat, on the rocks, or as part of a crafted cocktail, Whistler Barrel Aged Blended Malt Whisky invites you to pause, listen to the melody, and embrace the moment—connecting you with your true spirit, just like the songbird that inspired it.

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Stock Ticker:(PICCADIL | 530305 | INE546C01010)

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

About Piccadily Agro Industries Limited (PAIL)

Piccadily Agro Industries Limited (PAIL) is a publicly listed company on the 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.

Piccadily 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.

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In 2022, Piccadily 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 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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