



Date: 07/10/2024

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

Scrip Code: 530305

Sub: Press Release as per 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 October 7, 2024 announcing the launch of Indri 'The City Series' with its first travel retail exclusive for Bengaluru Duty Free.

You are requested to take a note of the same.

Thanking you,

Yours Faithfully,
For Piccadily Agro Industries Limited

Niraj
Kumar
Sehgal

Digitally signed
by Niraj Kumar
Sehgal
Date: 2024.10.07
16:52:10 +05'30'

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

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

CIN No.: L01115HR1994PLC032244



PRESS RELEASE

INDRI SINGLE MALT LAUNCHES 'THE CITY SERIES' WITH ITS FIRST TRAVEL RETAIL EXCLUSIVE FOR BENGALURU DUTY FREE

7th October'24, New Delhi: Piccadily Agro Industries Limited, the proud makers of India's most awarded and 1st triple cask Indri single malt, announces the launch of its first travel retail exclusive '**City Series**' with the debut **Oloroso-Sherry cask expression** exclusively crafted for **Bengaluru Duty Free**. Available solely for travel retail, this is the first in a series of bespoke single cask expressions, where each release will embody the spirit and essence of a different Indian city, available solely through select duty-free outlets across India and the world. This travel retail exclusive single malt whisky is specially made, designed, and bottled for Bengaluru Duty Free, celebrating the city in every bottle.

The **Bengaluru Duty Free Expression** captures the spirit and essence of Bengaluru, paying homage to its blend of vibrant modernity and rich traditions. It showcases the intricate craftsmanship Indri is known for, presented with iconic Bengaluru landmarks incorporated into the bottle design. This limited edition, exclusive to Bengaluru Duty Free, offers travelers a unique taste of India's Silicon Valley.

"We are thrilled to unveil the first expression of our 'City Series' with Bengaluru Duty Free. Each expression of this series is a celebration of India's diverse cities, their unique essence, and cultural richness. Bengaluru, being the vibrant fusion of tradition and modernity, serves as the perfect starting point for this journey. This exclusive Oloroso-Sherry single cask expression not only showcases Indri's craftsmanship but also offers travelers a truly memorable experience – a taste of the spirit and soul of Bengaluru in every sip." said **Siddhartha Sharma, Promoter, Piccadily Agro Industries Limited.**



***Bengaluru Duty Free** is delighted to be the exclusive platform for the debut of Indri's 'City Series.'* This collaboration highlights their dedication to curating distinguished offerings that resonate with both local culture and international appeal. With this launch, Bengaluru Duty Free continues to elevate the travel retail experience, providing travelers with not just a product, but a true representation of Bengaluru's dynamic spirit.

Bottled at 58.5 % ABV, each sip of this **Oloroso-Sherry single cask expression** offers a taste of the city, combining complexity and warmth with layers of tradition and innovation. This expression boasts a rich and full-bodied nose, revealing sweet caramel, fresh red fruits, and gentle spices, all beautifully intertwined with nutty, caramelized notes and earthy undertones. On the palate, it offers a warming and balanced experience, featuring fresh red berries, subtle toffee, vanilla, and nuttiness, complemented by soft spices and a gentle dryness. The finish is long and smooth, with lingering flavours of sweet vanilla, spice, and fruity undertones, creating a lasting impression of depth and complexity.

Each expression of the 'City Series' will be an ode to a city's unique culture, essence, and personality. City specific expressions will be released at other exclusive duty-free outlets, allowing travelers to embark on a flavourful journey through India.

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Price – INR 9500 approx.

Availability – Duty Free, Terminal 2 Departure, Kempegowda International Airport, Bengaluru

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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 Piccadilly Agro Industries Limited (PAIL)

Piccadilly Agro Industries Limited (PAIL) is a publicly listed company on the Bombay Stock Exchange (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 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

About Indri

Launched in 2022, Indri Single Malt Whisky, crafted by Piccadily, has quickly become the fastest-growing single malt in the world, earning over 35 prestigious accolades, including 'Best Indian Single Malt' and 'Best Whisky in The World.' Produced in Indri, a small village in Haryana, using premium 6-row Indian barley from Rajasthan, Indri single malt whisky showcases Indian excellence and innovation.

In a market once dominated by imported labels, Indri stands tall as a beacon of Indian excellence. It's not just a brand, it has become a symbol of national pride, elevating the status of Indian spirits to unparalleled heights. Indri isn't just leading the charge; it's leading a revolution.

As Indri continues to redefine the standards of Indian single malts, Piccadily remains dedicated to pushing boundaries, exploring new horizons, and delivering exceptional experiences to whisky enthusiasts worldwide.

Website: www.indri.in

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PICCADILY

— SINCE 1967 —

INDRI CITY SERIES

EXCLUSIVELY BOTTLED FOR BENGALURU DUTY FREE

A TRIBUTE TO THE GARDEN CITY



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