



Date: 20/09/2024

To,

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

Scrip Code: 530305

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 about listing and availability of Single Malt at Tesco Stores, England.

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 the disclosure announcing the listing and availability of INDRI Single Malt Indian Whisky at premium Tesco stores across England.

You are requested to take a note of the same.

Thanking you,

Niraj Kumar Sehgal
Company Secretary & Compliance Officer
Piccadily Agro Industries Limited

Piccadily Agro Industries Ltd.

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

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CIN No.: L01115HR1994PLC032244



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INDRI SINGLE MALT INDIAN WHISKY DEBUTS ON SHELVES OF PREMIUM TESCO STORES IN ENGLAND

20th September 2024: Globally acclaimed Indian single malt whisky brand, Indri, is now listed and available at premium Tesco supermarkets facilitated by independent spirits distributor, Mangrove Global. Since joining the Mangrove portfolio earlier this year, Indri has experienced unrivalled success, further solidified by this partnership with one of the UK's leading supermarkets. Indri's *Trini*, a non-chill filtered Single Malt, is now available in 79 premium Tesco stores, expanding its reach to an even broader consumer base.

Tesco's decision to list Indri reflects its commitment to offering a diverse range of products appealing to an increasingly varied demographic of shoppers.



Helen Barugh, Channel Director for Grocery commented: “The buying team at Tesco are championing a truly diverse whisky range, and one that features premium varieties and isn't just driven by price. This directly responds to what we know consumers want; better quality spirits, new varieties to try, and a good selection of world whiskies at the heart of that.”

As a part of the ongoing diversification of the whisky category, Indri is one of the many world whiskies now available here in the UK. This spirit is a true testament to India's rich whisky distilling tradition which dates back to the early 20th Century.

Indri is crafted at Piccadily Distillery, located in the quaint village of Indri, Haryana in India. The distillery houses six Scottish-style copper pot stills made in India, and the production process is distinctly Indian. The grain, 6 – row barley, is grown locally and has been cultivated in the area of Rajasthan for thousands of years. It differs from the grains traditionally used in Europe, offering a richer flavour. The sub-tropical climate of the region plays a crucial role, accelerating evaporation, maturing the whisky faster resulting in deeper, more complex flavours. Indri Trini is aged in three different casks, a ‘three wood marriage’ of ex-Bourbon, ex-French wine, and PX sherry casks, which imparts a fruity, sweet, and nutty flavour profile

Stef Holt, Curator of Mangrove's world whisky portfolio said:

“If we look at global drinking trends, Indian whisky is anything but niche. It's much beloved domestically and is now winning over whisky enthusiasts worldwide.

“This latest listing of Indri's Trini shows that Tesco is listening to its customers, responding to what they want, and advocating for quality world whisky on supermarket shelves. And as

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a result, more consumers will have the chance to try something different from an award-winning producer that's already highly respected amongst enthusiasts!"

Mangrove's role as a distributor is to introduce its diverse portfolio of spirits, including Indri, to as many new consumers as possible, a goal much helped by securing a national listing with one of the UK's largest supermarkets.

Indri *Trini* is available at select Tesco stores with a RRP of £45.

ENDS –

About Indri:

Indri-Trini, crafted by Piccadily Distilleries, is India's first and most awarded triple cask single malt whisky. Launched in November 2021, it 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-Trini 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 Distilleries remains dedicated to pushing boundaries, exploring new horizons, and delivering exceptional experiences to whisky enthusiasts worldwide.

Website: www.indri.in

About Piccadily Agro Industries Limited:

Piccadily Agro Industries Limited (PAIL), a Public Limited Company was incorporated in the year 1994. The company stands as India's premier independent producer and distributor of malt spirits, boasting an extensive portfolio that includes the award-winning single malt whisky Indri and a variety of IMFL brands. Beyond spirits the company is also a significant manufacturer of Ethanol, Extra Neutral Alcohol (ENA), CO2 and white crystal sugar.

Website: www.picagro.com

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Disclaimer

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will be made except through a statutory offering document containing detailed information about the Company.

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