



Date: 24.10.2024

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001
Scrip Code: 530305

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

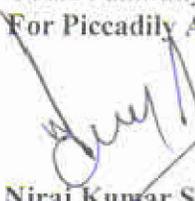
Dear Sir / Madam,

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 October 24, 2024 announcing the triple award win for Piccadily Agro Industries Limited at the 11th Spiritz Conclave & Achievers' Awards 2024.

You are requested to take a note of the same.

Thanking you,

Yours Faithfully,
For Piccadily Agro Industries Limited



Niraj Kumar Sehgal
Company Secretary
A-8019

Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Dist. 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 SHINES AT THE 11th SPIRITZ CONCLAVE & ACHIEVERS' AWARDS 2024, BAGS THREE GOLD AWARDS FOR EXCELLENCE AND INNOVATION INCLUDING 'THE COMPANY OF THE YEAR'

24th October 2024, New Delhi - Piccadily Agro Industries Limited has once again cemented its dominance in the alco-bev industry by securing **three prestigious 'Gold Awards'** at the recently held **11th Spiritz Conclave & Achievers' Awards 2024**. With this milestone achievement, Piccadily continues to set the bar high for excellence, innovation, and growth in the Indian spirits industry.

At the glittering awards ceremony, **Piccadily Agro Industries** was awarded the highly coveted **'Company of the Year'** in the domestic category, a recognition that underscores its transformative leadership and unwavering commitment to setting new industry benchmarks. With a deep focus on quality, craftsmanship, and sustainability, Piccadily has reshaped consumer perceptions of Indian spirits, positioning its flagship brands, such as **Indri Single Malt Whisky** and **Camikara Rum**, as global contenders. This award is a testament to Piccadily's relentless pursuit of excellence and its significant contributions to elevating Indian spirits on the world stage.



Piccadily also earned the coveted **Gold for 'Fastest Growing Brand - Indri Trini'**, celebrating Indri's rise in the Indian single malt whisky segment. Being India's 1st and the most awarded triple cask single malt whisky, Indri has not only broken records, it has reinvented the game. In 2024, Indri created history by selling over one lakh cases in its second year of operations to become the **'fastest-growing single malt whisky brand in the world'**—an unprecedented feat in the highly competitive global whisky market. Indri has trailblazed its way to capture over **30% market share of single malts** in India and Piccadily Distilleries with its ambitious expansion plans, envisions becoming one of the top 5 selling single malt whisky brands in the world.

Adding to the accolades, Piccadily also proudly secured the **Gold for 'Product Debut of the Year'** for its groundbreaking creation, **Camikara Rum 3YO**. This accolade is a powerful testament to Piccadily's mastery in crafting **India's first-ever pure cane juice rum**, a spirit that is already redefining the premium rum category in India and beyond. Camikara Rum 3YO represents the pinnacle of craftsmanship, distilled from 100% pure cane juice and aged for three years in oak barrels to develop its unique, rich profile. With its deep, complex flavours and luxurious texture, Camikara has swiftly emerged as a force to be reckoned within



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the rum landscape. It is not only pioneering a new era for Indian Agricole style rums but also standing tall among the world's finest.

"We are incredibly honored to be recognized with these prestigious awards, which affirm our commitment to pushing the boundaries of innovation and excellence in the Indian spirits industry. Being named 'Company of the Year' is a testament to the relentless passion and dedication of our entire team. Indri and Camikara have both redefined their respective categories, and we are proud to be leading the charge in elevating Indian spirits to global standards. This recognition inspires us to continue our journey of craftsmanship, sustainability, and innovation, ensuring that Indian spirits stand tall on the world stage." said **Praveen Malviya, CEO (IMFL), Piccadily Agro Industries Limited.**

The **Spiritiz Conclave & Achievers' Awards** are renowned for their transparent and rigorous selection process, with a jury of industry experts recognizing the most outstanding brands and companies that shape the future of the hospitality, travel retail, and alcobev sector.

These awards are a reflection of the company's dedication to excellence and continuous innovation. Piccadily's triple win at the Spiritiz Conclave & Achievers' Awards 2024 reinforces its position as a leader in the alcobev industry, driving forward the future of Indian spirits with its innovative product offerings and visionary leadership.

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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

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PICCADILY

— SINCE 1967 —



Spiritz Achievers' Awards 2024

Proudly Presents

GOLD

to

Piccadily Agro Industries Ltd

for being adjudged as
Company of the Year

at Le Méridien Gurugram
on 18th October 2024



Bishan Kumar
Editor-in-Chief

Shalini Kumar
Editor

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Spiritiz Achievers' Awards 2024

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Indri Trini

Piccadily Agro Industries Ltd

for being adjudged as

Fastest Growing Brand

at Le Méridien Gurugram
on 18th October 2024





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Editor-in-Chief



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Editor



Spiritiz Achievers' Awards 2024

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GOLD

to

Camikara Rum 3 Year Old

Piccadily Agro Industries Ltd

for being adjudged as

Product Debut of the Year – Rum

at Le Méridien Gurugram
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Disclaimer

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