



Date: 17.04.2025

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 April 17, 2025 announcing Indri's triumphant win at the Icons of Whisky Awards 2025.

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.

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CIN No.: L01115HR1994PLC032244

PRESS RELEASE

INDRI RECEIVES TRIPLE HONOUR AT ICONS OF WHISKY AWARDS 2025



New Delhi, April 17, 2025 — Indri single malt whisky, by Piccadily Agro Industries Limited, continues its winning streak in the global whisky industry with a triumphant showing at the prestigious **Icons of Whisky Awards 2025**, receiving three '**Highly Commended**' recognitions in key categories: **Master Distiller of the Year**, **Visitor Attraction of the Year – Indri Experience Centre**, and **Sales Team of the Year**.

The Icons of Whisky Awards 2025 were hosted in India by Spiritual Luxury Living, India's premier Spirits Advisory & Marketing Firm, on April 12, 2025, marking the 14th edition of this globally celebrated event. The official global announcement was made earlier on March 26, 2025, at the Global Award Reception held in the UK. As the only international beverage awards platform hosted in India, the Icons of Whisky are owned by *Whisky Magazine, UK* and managed exclusively by Spiritual Luxury Living in India.

This year's winners were evaluated across four key pillars – Bars, Businesses, Brands, and People – reflecting excellence and innovation across the spirits ecosystem.

Piccadily's legendary **Master Blender & Distiller, Mr. Surrinder Kumar**, was '**Highly Commended**' in the **Master Distiller of the Year** category, celebrating his visionary craftsmanship and commitment to creating award-winning Indian single malts like **Indri-Trini**, **Indri Diwali Collector's Edition**, the **Indri-House of the Dragon** series and the latest **Indri Founder's Reserve 11YO** single malt.

The newly launched **Indri Experience Centre**, hailed as India's most immersive whisky tourism destination, received the '**Highly Commended**' title for **Visitor Attraction of the Year**, reaffirming Piccadily's commitment to crafting not just premium spirits but world-class whisky experiences.

The **Piccadily Sales Team** was also recognised as '**Highly Commended**' in the **Sales Team of the Year** category for their remarkable efforts in driving the brand's unprecedented growth – with **Indri** emerging as the **fastest-growing single malt in the world**.

Speaking on the recognition, **Shalini Sharma, Head of Marketing at Piccadily** said, *"These recognitions from the Icons of Whisky Awards are a testament to the passion, precision, and people behind our whiskies. We're deeply honoured to be acknowledged on a global platform and proud to represent India in the world of fine spirits."*

With its continued dedication to quality, innovation, and experience, Piccadily Agro Industries is poised to cement India's place on the global whisky map.

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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 BSE Limited (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 Single Malt Whisky

Launched in 2022, Indri Single Malt Whisky, crafted by Piccadily, has quickly become the fastest-growing single malt in the world, earning over 40 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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Disclaimer

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