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CIN: L15421UP1932PLC022174

For immediate release

Triveni Engineering & Industries Ltd. forayed into IMFL segment;

Launched Premium and Super Premium Whisky Brands Matsya Triple Reserve Blended Whisky and The Crafters Stamp Rare Artisan Blended Whisky

NOIDA, Uttar Pradesh, October 22, 2024 —Triveni Engineering & Industries Ltd. ('Triveni'), one of the largest integrated sugar manufacturers & engineered-to-order turbo gearbox manufacturers in the country and a leading player in water and wastewater management business, launched premium and super premium whisky brands: Matsya Triple Reserve Blended Whisky and The Crafters Stamp Rare Artisan Blended Whisky, respectively in Uttar Pradesh to enter into the Indian-Made Foreign Liquor (IMFL) market.

Priced at INR 690 for a 750 ml bottle, **Matsya Triple Reserve Blended Whisky** is tailored for Gen Z, while **The Crafters Stamp Rare Artisan Blended Whisky**, priced at INR 950 for a 750 ml bottle, is aimed at Millennials. Both **The Crafters Stamp** and **Matsya** were recently honored with The Spiritz Selection "**The Grand Gold**" and "**Silver**" awards respectively in the best product category for the Whisky Segment under INR 501 to INR 1000. The current annual production capacities for these brands are 1,35,000 liters and 4,20,000 litres, respectively. Both whisky brands have been launched across 25 districts of Uttar Pradesh in July 2024, catering to the super-premium and premium segments of the market. Triveni plans a roll out across the state by FY 26, covering over 5000 retail outlets. Over the years, the Indian alcohol market has seen premiumization and a notable trend towards high-quality artisanal whisky. Triveni is introducing and targeting these evolving tastes by introducing high-quality products at attractive price points, promising an unparalleled experience.

Commenting on the launch, **Tarun Sawhney, Vice Chairman and Managing Director of Triveni Engineering & Industries Ltd.**, said, "The launch of Matsya and The Crafters Stamp marks a significant step towards Triveni's expansion into the fast-growing IMFL market. These brands are crafted to cater to the evolving tastes of India's premium whisky consumers, underscoring our commitment to quality, innovation, and standing out in the market. With the premium whisky segment growing at a five-year CAGR of 5% and super premium whisky at a CAGR of 9%, we are well positioned to tap into this growth in Uttar Pradesh, driven by a young and discerning demographic. As per industry estimates, in terms of volume, Uttar Pradesh is the largest state for Super Premium whisky while it ranks 3rd with respect to Premium whisky segment. To tap this market, we are also establishing a new bottling plant at our Muzaffarnagar facility for high-quality IMFL products. This move aligns well with our vision to broaden our footprint in the alcohol industry and growth given our long history in the alcohol business."

Sameer Sinha, Chief Executive Officer (Sugar Business), Triveni Engineering & Industries Ltd., said, "Our entry into the IMFL segment represents a strategic forward integration & addition to Triveni's portfolio. With the premium whisky market growing rapidly, this move allows us to tap into new opportunities and expand our reach. By leveraging our extensive experience in high quality manufacturing and distribution

of FMCG products, we are confident that the launch of Matsya and The Crafters Stamp will strengthen our position in the IMFL space, aligning with our vision of growth.”

These new offerings underscore Triveni's commitment to growth and excellence, being always on the lookout for strategic opportunities which have a fit with our existing product portfolio and strengths.

About Triveni Engineering & Industries Limited

Triveni Engineering & Industries Limited (TEIL) is a diversified industrial conglomerate having core competencies in the areas of sugar, alcohol, power transmission and water. The Company holds the position of one of India's largest integrated sugar manufacturers and one of the largest ethanol manufacturers, while making significant contributions in Power Transmission and in Water & Wastewater treatment solutions. TEIL currently has seven sugar mills in operation at Khatauli, Deoband, Sabitgarh, (all in western Uttar Pradesh), Chandanpur, Rani Nangal and Milak Narayanpur (all in central Uttar Pradesh) and Ramkola (eastern Uttar Pradesh). While the Company's Power Transmission (Gears) manufacturing facility is located at Mysuru, the Water & Wastewater treatment business is located at Noida. The Company currently operates 6 co-generation power plants located across five sugar units, with 104.5 MW grid connected co-generation capacity.

The Company has state-of-the-art distilleries spread across Muzaffarnagar (MZN) – 2 facilities, Sabitgarh (SBT), Milak Narayanpur (MNP) and recently commissioned Rani Nangal (RNG) in Uttar Pradesh. These facilities have the capability to produce Ethanol, Extra Neutral Alcohol (ENA), Rectified Spirit (RS) and Denatured Spirit (SDS). The Company utilizes a mix of sugarcane-based feedstocks as well as grain. Distillers Dried Grain Soluble (DDGS), a co-product produced on grain operations is also sold to premium Institutions and has been well accepted in the market. The Company also manufactures Indian Made Indian Liquor (IMIL) and Indian Made Foreign Liquor (IMFL).

The Company produces premium quality multi-grade crystal sugar, raw (as per the market/export requirements), refined and pharmaceutical-grade sugar. All the Sugar units are FSSC 22000 certified. The sugar is supplied not only to household consumers but also to bulk consumers. The Company has supply chain relationships with leading multinational beverage, food & FMCG companies, pharmaceutical companies and leading confectionery producers. It also has a strong presence in branded sugar market through its brand “Shagun”.

The Company is a dominant market player in the engineered-to-order turbo gearbox industry in India. The Power Transmission business has 3 different business segments – Gears, Defence, Built to Print. It delivers robust and reliable Gears solutions which cover a range of applications and industries to meet the ever-changing operating conditions and customers' requirements. The Company has become a dominant supplier to all major OEMs in the country, offering solutions to all industrial segments including Oil and Gas as per AGMA, API-613 and API-677 standards. It is amongst the market leaders in high-speed Gears and Gearboxes with up to 70 MW capacity and speed of 70,000 rpm. The major product portfolio includes steam turbines, gas turbines and compressor gearboxes under the High-Power High-Speed segment. In the Low-Speed segment, the Company focuses on the gearboxes used in applications such as reciprocating pumps and compressors, hydel turbines, mill and extruder drives for metal, sugar, rubber and plastic industries, marine applications, etc. Its robust and reliable products are backed by 360-degree service solutions which minimize the downtime for its customers. The Company provides health monitoring services for all types of critical gearboxes, high-speed and low speed, as well as maintains an inventory of dimension ready sites for immediate solution.

The Company provides complete and sustainable water technology solutions across the water usage segments. Advanced Solutions offered for total water management include turnkey / EPC, customer care, operations and maintenance, life cycle models such as Design, Build Own & Operate (DBOO), Design, Build Own Operate and Transfer (DBOOT), BOOT, equipment supply for unit processes like screening, grit separation, clarification and sludge handling. The Customer Care Division offers value added services for operation management and performance optimisation. The quality service offerings are tailored to customers' requirements, which in many cases form an integral part of the main contract - operations and maintenance, annual maintenance contracts, product & process audit, health check-up and overhauling, pilot experiments, refreshment, upgradation and automation of existing plants, spares and service consumables and chemicals and on-site training and assistance.

Triveni Brands is the FMCG Division of the Company which currently constitutes Shagun Sugar, Triveni Sugar, the Private Label Business and Indian Made Foreign Liquor. The mission of this division is to create innovative and high-quality products that delight customers. Our products have a strong omni-channel strategy, and we are committed to growing in a sustainable manner while keeping customers at the very center.

As a result of a Scheme of Arrangement, the Company's steam turbine division was demerged into one of its wholly owned subsidiaries, Triveni Turbine Limited (TTL), and was listed on the NSE and BSE in 2011. The Company owned 21.85% of TTL's equity, until September 21, 2022, when the entire stake was divested with net proceeds of ₹ 1,593 crore.

On March 11, 2024, the Company acquired 25.43% equity stake in Sir Shadi Lal Enterprises Limited, (SSEL), followed by further acquisition of additional 36.34% stake on June 20, 2024. Consequently, SSEL has become a subsidiary of the Company with effect from June 20, 2024. The Company currently holds a 61.77% equity stake in SSEL. SSEL is engaged in the business of manufacturing sugar, ethanol/alcohol with two manufacturing units in Uttar Pradesh.

For further information on the Company, its products and services please visit www.trivenigroup.com

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Note:

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