

*For immediate release*

## **Triveni Engineering & Industries Ltd. Bags International Accolades for its Premium and Super Premium Whisky Brands: The Crafters Stamp Rare Artisan Blended Whisky and Matsya Triple Reserve Blended Whisky**

*Known for exceptional quality and taste, these award-winning whiskies set a new benchmark in the Indian market with international acclaim*

*The Crafters Stamp became the only Indian Made Blended Whisky to get the highest - 3 golden stars*

**NOIDA, Uttar Pradesh, February 18, 2025** — Triveni Engineering & Industries Ltd. (TEIL) has reinforced its commitment to excellence in the Indian Made Foreign Liquor (IMFL) sector, with both of its premium and super premium whisky brands, Matsya Triple Reserve Blended Whisky and The Crafters Stamp Rare Artisan Blended Whisky, receiving prestigious accolades at the Superior Taste Awards 2025, hosted by the International Taste Institute, Brussels, in the Alcoholic Beverages - Spirits & Liquors category.

The Crafters Stamp Rare Artisan Blended Whisky earned the esteemed 3 Golden Stars (the highest rating) for "Exceptional Product," scoring above 90%, making it the first-ever Indian Made Blended Whisky to achieve such a distinction. Meanwhile, Matsya Triple Reserve Blended Whisky, Triveni's premium offering, earned a 2-Star rating (out of 3) for its remarkable taste, scoring between 80% to 90%, further solidifying its position as a standout product in the market. These accolades follow their success at the Spiritz Selection 2024, where *The Crafters Stamp* won "The Grand Gold" and *Matsya* earned the "Silver" award, reflecting the growing recognition of Triveni's brands in the competitive IMFL market.

Founded in 2005, the International Taste Institute has been recognizing the best products from over 100 countries, with awards based on blind tasting by top gastronomic experts. The Superior Taste Award is one of the most prestigious certifications in the food and beverage industry.

The Superior Taste Award, organized by the International Taste Institute, evaluates products through blind testing by a panel of expert chefs and sommeliers. The jury members are selected for their proven tasting expertise and assess products based on five key sensory criteria. Using the International Hedonic Sensory Analysis Criteria method, products are tested following strict protocol, ensuring maximal objectivity. Each product is evaluated and scored on its intrinsic organoleptic quality, with the total score reflecting the weighted average of the 5 International Hedonic Sensory Analysis Criteria.

*Expressing pride in the achievement, Tarun Sawhney, Vice Chairman & Managing Director, Triveni Engineering & Industries Ltd., said "We launched our IMFL brands in July 2024, and within a few months, they have received both national and international recognition. This reflects our unwavering commitment to delivering world-class products that resonate with the evolving tastes of today's whisky consumers. The Crafters Stamp's 3-Star rating is particularly special, as it is the first-ever Indian Made Blended Whisky to achieve this honor. As the IMFL market continues to grow, especially among younger, quality-driven consumers, we look forward to the opportunities ahead."*

**Sameer Sinha, Chief Executive Officer (Sugar business), Triveni Engineering & Industries Ltd.,** added, *"These accolades reaffirm our vision of establishing Triveni's IMFL brands as benchmarks of quality and craftsmanship. Both The Crafters Stamp and Matsya represent our relentless pursuit of creating premium experiences that resonate with the evolving preferences of whisky enthusiasts."*

The Crafters Stamp Rare Artisan Blended Whisky, is an intricate blend of Scotch malts aged in bourbon and sherry oak casks, mature Indian malts, and the finest grain spirits. The whisky's rich and layered flavour profile, featuring enchanting notes of floral bouquets, decadent toffee caramel, and the warm embrace of oak, enhanced by hints of vibrant summer fruits and aromatic vanilla. With meticulously curated packaging, The Crafters Stamp stands out on shelves and in social gatherings, appealing to Millennials who value authenticity and quality.

Matsya Triple Reserve Blended Whisky, is known for its harmonious blend of bourbon and sherry cask-aged Scotch malts, Indian malts, and grain spirits. The whisky's deep vanilla aroma and smooth honey finish stand out in its segment. The bold teal packaging and fluid design reflect Matsya's vibrant identity, appealing to Gen Z consumers who value unique and memorable experiences.

*The Crafters Stamp* and *Matsya* were launched across 25 districts in Uttar Pradesh in July 2024, with plans for further expansion across the state by FY 26.

#### **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 eight sugar mills in operation at Khatauli, Deoband, Sabitgarh, Shamli (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), Rani Nangal (RNG) and Shamli in Uttar Pradesh. These facilities have the capability to produce Ethanol, Extra Neutral Alcohol (ENA), Rectified Spirit (RS) and Denatured Spirit (SDS). The Company utilises a mix of sugarcane-based feedstocks as well as grain. Distillers Dried Grain Solubles (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. Seven sugar units are FSSAI 22000 certified. The sugar is supplied not only to household consumers but also to bulk consumers. The Company has supply chain relationship with leading multinational beverage, food & FMCG companies, pharmaceutical companies and leading confectionery producers.

The Company is one of leading market players in the engineered-to-order turbo gearbox industry in India. The Power Transmission business has two different business segments – Gears and Defence. 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 major 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 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 minimise 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 and the Private Label Business. 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 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](http://www.trivenigroup.com)

**Surabhi Chandna**  
**Triveni Engineering & Industries Ltd**  
Ph: +91 120 4308000  
Fax: +91 120 4311010, 4311011  
E-mail: [ir@trivenigroup.com](mailto:ir@trivenigroup.com)

**Neha Arora**  
**Triveni Engineering & Industries Ltd**  
Ph: +91 120 4308000  
Fax: +91 120 4311010, 4311011  
E-mail: [neha@ho.trivenigroup.com](mailto:neha@ho.trivenigroup.com)

**Note:**

*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Triveni Engineering & Industries Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*