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Release	

Dear Sirs.

With reference to the subject matter, please find enclosed a Press Release being issued by the Company titled "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".

You are requested to take the same on your record.

Thanking you,

Yours faithfully,

For Triveni Engineering & Industries Ltd.,

GEETA BHALLA

Group Vice President & Company Secretary M.No.A9475

Encl: As above



Registered office: A-44, Hosiery Complex, Phase-II Extension, Noida-201 305, Uttar Pradesh, India.

Corporate office: Express Trade Towers, 8th floor, 15-16, Sector 16A, Noida 201301, Ph: 0120-4308000, Fax: 0120-4311011

CIN: L15421UP1932PLC022174

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 caskaged Scotch malts, Indian malts, and grain spirits. The whisky's deep vanilla aroma and smooth honey finish standout 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 FSSC 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

Surabhi Chandna Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail: <u>ir@trivenigroup.com</u> Neha Arora
Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail: 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.



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CIN: L15421UP1932PLC022174

तुरंत वितरण करने के लिये

त्रिवेणी इंजीनियरिंग एंड इंडस्ट्रीज लिमिटेड ने अपने प्रीमियम और सुपर-प्रीमियम व्हिस्की ब्रांड्स: द क्राफ्टर्स स्टैम्प रेयर आर्टिसन ब्लेंडेड व्हिस्की और मत्स्य ट्रिपल रिज़र्व ब्लेंडेड व्हिस्की के लिए अंतरराष्ट्रीय पुरस्कार जीते

उत्कृष्ट गुणवत्ता और स्वाद के लिए प्रसिद्ध, ये पुरस्कार विजेता व्हिस्की भारतीय बाजार में एक नई पहचान बना रही हैं, जिसे अंतरराष्ट्रीय स्तर पर भी मान्यता मिली है।

द क्राफ्टर्स स्टैम्प पहली भारतीय निर्मित ब्लेंडेड व्हिस्की बनी जिसे सबसे उच्चतम – 3 गोल्डन स्टार्स मिले।

नोएडा, उत्तर प्रदेश, फरवरी 18, 2025 — त्रिवेणी इंजीनियरिंग एंड इंडस्ट्रीज लिमिटेड ने इंडियन मेड फॉरेन लिकर(आईएम्एफएल) क्षेत्र में अपनी उत्कृष्टता को फिर से साबित किया है। इनके प्रीमियम और सुपर प्रीमियम व्हिस्की ब्रांड्स, मत्स्य ट्रिपल रिज़र्व ब्लेंडेड व्हिस्की और द क्राफ्टर्स स्टैम्प रेयर आर्टिसन ब्लेंडेड व्हिस्की ने सुपीरियर टेस्ट अवाईस 2025 में अल्कोहलिक बेवरेजेज - स्पिरिट्स और लिकर्स श्रेणी में प्रतिष्ठित पुरस्कार प्राप्त किए। यह अवॉर्ड इंटरनेशनल टेस्ट इंस्टिट्यूट, ब्रुसेल्स द्वारा दिया गया।

द क्राफ्टर्स स्टैम्प रेयर आर्टिसन ब्लेंडेड व्हिस्की को "एक्सेप्शनल प्रोडक्ट" के रूप में सबसे उच्चतम 3 गोल्डन स्टार्स मिले, जिसमें 90% से अधिक स्कोर रहा। द क्राफ्टर्स स्टैम्प यह उपलब्धि हासिल करने वाली पहली इंडियन मेड ब्लेंडेड व्हिस्की बनी। वहीं, त्रिवेणी की प्रीमियम पेशकश मत्स्य ट्रिपल रिज़र्व ब्लेंडेड व्हिस्की ने अपने बेहतरीन स्वाद के लिए 2-स्टार रेटिंग (3 में से) हासिल की, जिसमें इसे 80% से 90% के बीच स्कोर मिला। यह उपलब्धि इसे बाजार में एक विशिष्ट और उत्कृष्ट उत्पाद के रूप में और मजबूती से स्थापित करती है। ये उपलब्धियां स्पिरिट्ज़ सिलेक्शन 2024 में मिली सफलता के बाद आई हैं, जहां द क्राफ्टर्स स्टैम्प ने "द ग्रैंड गोल्ड" और मत्स्य ने "सिल्वर" पुरस्कार जीते थे, जो आईएमएफएल बाजार में त्रिवेणी ब्रांड्स की बढ़ती लोकप्रियता को दर्शाते हैं।

इंटरनेशनल टेस्ट इंस्टिट्यूट, ब्रसेल्स, जो 2005 में स्थापित हुआ था, 100 से अधिक देशों के सर्वश्रेष्ठ उत्पादों को मान्यता दे चुका है। इसका सुपीरियर टेस्ट अवार्ड खाद्य और पेय उद्योग में सबसे प्रतिष्ठित प्रमाणपत्रों में से एक माना जाता है।

सुपीरियर टेस्ट अवार्ड, इंटरनेशनल टेस्ट इंस्टिट्यूट द्वारा आयोजित किया जाता है, जहां उत्पादों को विशेषज्ञ शैफ और सोमेलियर के एक पैनल द्वारा ब्लाइंड टेस्टिंग के माध्यम से परखा जाता है। जूरी को उनके उत्कृष्ट स्वाद विशेषज्ञता के लिए चुना जाता है और वे उत्पादों का मूल्यांकन पांच प्रमुख संवेदी मानदंडों के आधार पर करते हैं। यह मूल्यांकन इंटरनेशनल हेडोनिक सेंसेरी एनालिसिस क्राइटेरिया पद्धित से किया जाता है, जो पूरी तरह निष्पक्ष और वैज्ञानिक परीक्षण स्निश्चित करता है।

त्रिवेणी इंजीनियरिंग एंड इंडस्ट्रीज लिमिटेड के वाईस चेयरमैन और मैनेजिंग डायरेक्टर, तरुण साहनी ने इस उपलब्धि पर गर्व व्यक्त करते हुए कहा: "हमने जुलाई 2024 में अपने आईएमएफएल ब्रांड्स लॉन्च किए थे और कुछ ही महीनों में उन्हें राष्ट्रीय और अंतरराष्ट्रीय स्तर पर मान्यता मिल गई। यह हमारे विश्वस्तरीय उत्पादों को तैयार करने के प्रति अटूट प्रतिबद्धता को दर्शाता है। द क्राफ्टर्स स्टैम्प की 3-स्टार रेटिंग विशेष रूप से महत्वपूर्ण है, क्योंकि यह उपलब्धि पाने वाली पहली भारतीय मेड ब्लेंडेड व्हिस्की है। आईएमएफएल बाजार की वृद्धि, विशेष रूप से युवा और गुणवता-प्रेमी उपभोक्ताओं के बीच, हमें आगे बढ़ने के और भी अवसर प्रदान करेगी।"

त्रिवेणी इंजीनियरिंग एंड इंडस्ट्रीज लिमिटेड के चीफ एग्जीक्यूटिव अफसर (शुगर बिजनेस), समीर सिन्हा ने कहा: "ये सम्मान त्रिवेणी के आईएम्एफएल ब्रांड्स को गुणवता और उत्कृष्ट कारीगरी के मानक के रूप में स्थापित करने के हमारे विज़न को और मजबूती देते हैं। द क्राफ्टर्स स्टैम्प और मतस्य दोनों हमारे उस निरंतर प्रयास का प्रतीक हैं, जिसके तहत हम व्हिस्की प्रेमियों की बदलती पसंद के अनुरूप प्रीमियम अनुभव तैयार कर रहे हैं।"

द क्राफ्टर्स स्टैम्प रेयर आर्टिसन ब्लेंडेड व्हिस्की" एक बेहद परिष्कृत मिश्रण है, जिसमें बोर्बोन और शेरी ओक कास्क में एज्ड स्कॉच माल्ट्स, उत्कृष्ट भारतीय माल्ट्स और बेहतरीन ग्रेन स्पिरिट्स शामिल हैं। इस व्हिस्की का समृद्ध और बहुस्तरीय स्वाद प्रोफ़ाइल इसे ख़ास बनाता है, जिसमें फूलों की मनमोहक सुगंध, शानदार टॉफ़ी कैरामेल, और ओक की गहरी गर्माहट का एहसास होता है, जिसे गर्मियों के ताजे फलों और सुगंधित वैनिला के हल्के स्पर्श से और निखारा गया है।

बारीकी से तैयार की गई पैकेजिंग के साथ, द क्राफ्टर्स स्टैम्प न केवल शेल्फ़ पर बल्कि सामाजिक आयोजनों में भी अपनी अलग पहचान बनाती है। यह मिलेनियल्स को विशेष रूप से आकर्षित करती है, जो प्रामाणिकता और उत्कृष्ट ग्णवत्ता को महत्व देते हैं।

मत्स्य ट्रिपल रिज़र्व ब्लेंडेड व्हिस्की अपने बोर्बोन और शेरी कास्क में परिपक्व स्कॉच माल्ट्स, भारतीय माल्ट्स और ग्रेन स्पिरिट्स के शानदार संतुलित मिश्रण के लिए जानी जाती है। इसकी गहरी वैनिला की सुगंध और स्मूद हनी फ़िनिश इसे अपने सेगमेंट में अलग पहचान दिलाते हैं। इसकी बोल्ड टील पैकेजिंग और आकर्षक डिज़ाइन मात्स्य की ऊर्जा और जीवंतता को दर्शाते हैं, जिससे यह Gen Z उपभोक्ताओं को विशेष रूप से आकर्षित करती है, जो अनूठे और यादगार अन्भवों को महत्व देते हैं।

'द क्राफ्टर्स स्टैम्प' और 'मतस्य' को जुलाई 2024 में उत्तर प्रदेश के 25 जिलों में लांच किया गया था, वित्त वर्ष 2026 तक पूरे प्रदेश में इसका विस्तार करने की योजना है।

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 MilakNarayanpur (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), MilakNarayanpur (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 FSSC 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

Surabhi Chandna Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail:<u>ir@trivenigroup.com</u>

Neha Arora Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail: 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.



Registered office: A-44, Hosiery Complex, Phase-II Extension, Noida-201 305, Uttar Pradesh, India.

Corporate office: Express Trade Towers, 8th floor, 15-16, Sector 16A, Noida 201301, Ph: 0120-4308000, Fax: 0120-4311011

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For immediate release

Triveni Engineering & Industries Ltd. Whisky Brands Earn Global Recognition: A Toast to Craftsmanship and Elegance

NOIDA, Uttar Pradesh, February 18, 2025 — Elevating the art of whisky-making to new heights, Triveni Engineering & Industries Ltd. (TEIL) has captured international acclaim for its premium and super premium whisky brands, The Crafters Stamp Rare Artisan Blended Whisky and Matsya Triple Reserve Blended Whisky. Both brands have made a resounding mark at the Superior Taste Awards 2025, hosted by the prestigious International Taste Institute, Brussels, placing Indian-made whiskies firmly on the global stage.

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 protocols to ensure 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.

Setting new benchmarks in taste and quality, The Crafters Stamp Rare Artisan Blended Whisky received the coveted 3 Golden Stars (the highest rating) for "Exceptional Product," scoring over 90%. This milestone makes it the first Indian Made Blended Whisky to achieve this remarkable honor. Matsya Triple Reserve Blended Whisky, with its impeccable taste and craftsmanship, garnered a commendable 2Golden Star rating, scoring between 80% to 90%, further reinforcing Triveni's dedication to excellence.

These accolades come on the heels of their triumph at the Spiritz Selection 2024, where The Crafters Stamp won "The Grand Gold" and Matsya earned the "Silver" award. Together, these achievements underscore the brands' growing reputation for delivering world-class experiences to whisky enthusiasts.

A Lifestyle of Refinement and Indulgence

The Crafters Stamp Rare Artisan Blended Whisky is a harmonious symphony of Scotch malts aged in bourbon and sherry oak casks, Indian malts, and the finest grain spirits. This premium blend delights the senses with its rich floral bouquet, notes of caramel toffee, and subtle oak warmth, all perfectly balanced with vibrant summer fruits and aromatic vanilla. With sleek, curated packaging, The Crafters Stamp is a lifestyle statement, appealing to Millennials who value authenticity, quality, and the art of indulgence.

Matsya Triple Reserve Blended Whisky, meanwhile, offers a bold and sophisticated experience. This premium blend combines bourbon and sherry cask-aged Scotch malts, Indian malts, and grain spirits, delivering a smooth honey finish and deep vanilla aroma. Its striking teal packaging and modern design embody a vibrant identity, resonating with Gen Z consumers who seek unique, memorable experiences in every sip.

An Indian Legacy Reimagined for a Global Audience

Bharat Gandhi, Vice President & Head Operations (IMFL), Triveni Engineering & Industries Ltd., shared, "We are honoured to be recognized with the Superior Taste Awards 2025 by the prestigious International Taste Institute. This recognition reinforces our commitment to creating products that match global standards and resonate with the growing young population of India, particularly Gen Z and Millennials. Both The Crafters Stamp Rare Artisan Blended Whisky and Matsya Triple Reserve Blended Whisky combines exceptional quality, artistry, and a memorable drinking experience."

Akash Premsen, Vice President (Strategy), Triveni Engineering & Industries Ltd., added, "We began our journey into the IMFL market with a clear objective: to create products that exemplify exceptional quality and that lead to customer delight. This international recognition received by our two brands at the Superior Taste Awards 2025 serve as a testament to the passion, innovation, and dedication that define every bottle we create. We are committed to continue pushing boundaries as we set new industry benchmarks and deliver exceptional experiences to our customers."

Raising a Toast to New Beginnings

Since their launch in 25 districts across Uttar Pradesh in July 2024, The Crafters Stamp and Matsya have quickly become symbols of sophistication and quality. Plans for further expansion across the state by FY26 promise to bring these remarkable blends to more discerning whisky enthusiasts.

Whether enjoyed neat, on the rocks, or in a curated cocktail, The Crafters Stamp and Matsya are not just whiskies — they are an invitation to savour life's finer moments. With their rich heritage and global recognition, these brands are poised to redefine India's premium spirits landscape and elevate the whisky experience for connoisseurs worldwide.

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Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail: ir@trivenigroup.com Neha Arora
Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011 E-mail: neha@ho.trivenigroup.com

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