



on the  
**Right**  
Track

**ANNUAL  
REPORT  
2020-21**

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[http://www.tilind.com/  
investors/#shareholder-services](http://www.tilind.com/investors/#shareholder-services)

### Disclaimer

This document contains statements about expected future events and financials of Tilaknagar Industries Ltd, which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is a significant risk that the assumptions, predictions, and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as several factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management Discussion and Analysis section of this Annual Report.



**We Are  
A Young  
Company  
Born In 1933.**



**Makers Of India's  
Largest Selling  
Premium Brandy**

**MANSION HOUSE**



**MANSION HOUSE**

FRENCH BRANDY

For those  
with a taste  
for more



**OUR  
FLAGSHIP  
MILLIONAIRE  
BRAND**

**4.4 mn cases  
sold in FY21**



FOR THE  
CONNOISSEUR  
IN YOU.



**FAST APPROACHING**  
**MILLIONAIRE BRAND**  
**0.6 mn cases sold in FY21**



**MANSION HOUSE**  
FRENCH BRANDY

The key  
to more



**MANSION HOUSE**  
FRENCH BRANDY

The golden key  
to extraordinary



Step in to a  
masterpiece



**MANSION HOUSE**  
FRENCH BRANDY

The next level  
of flavour

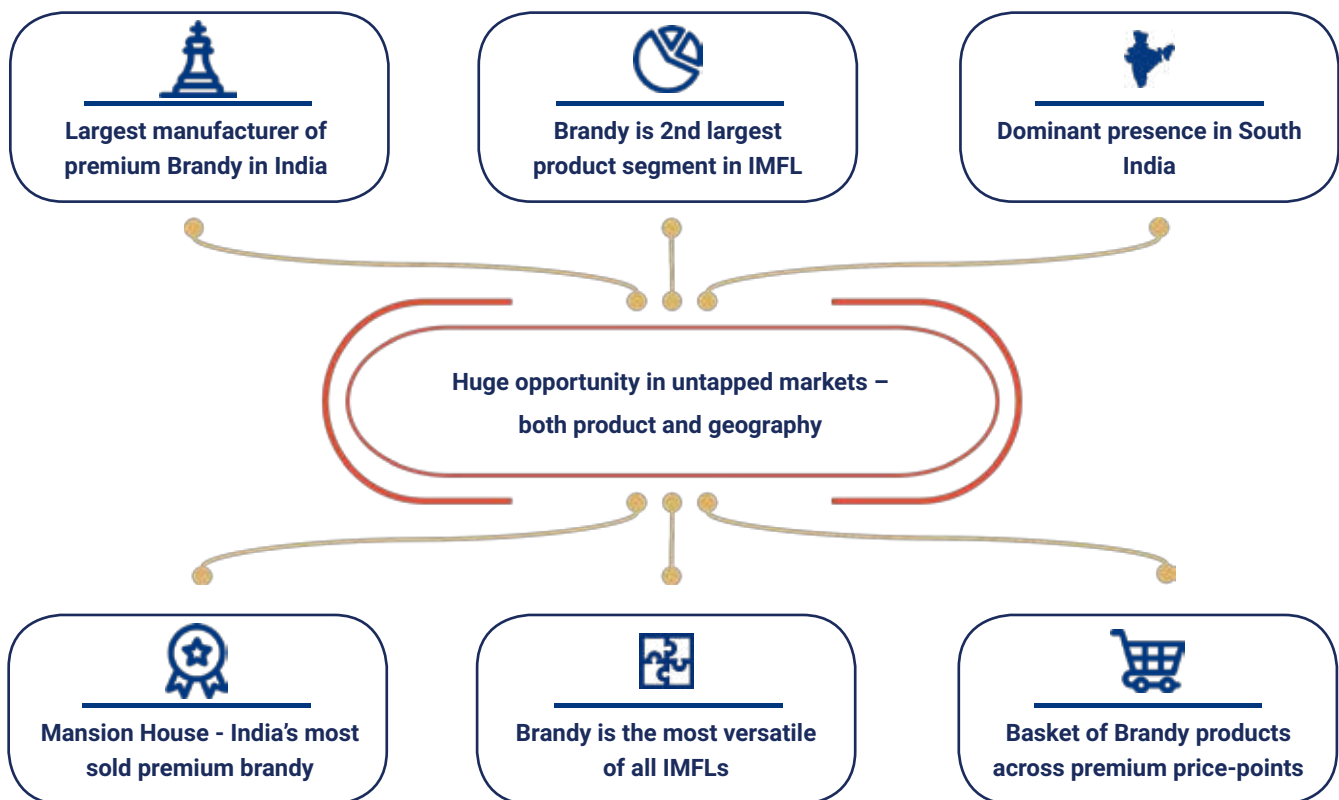




# INDIA'S UNDISPUTED BRANDY KING

Brandy contributed 92% of our volumes sold in FY21. Given that South India contributes heavily towards brandy consumption (like for overall alcohol in general), 86% of our volumes comes from the region.

Our premium brandy brand, Mansion House sold 4.4 mn cases in FY21 and is the market leader in the premium brandy segment by a significant margin. Our other premium brandy, Courier Napoleon is fast approaching millionaire brand status, having sold 0.6 mn cases in FY21



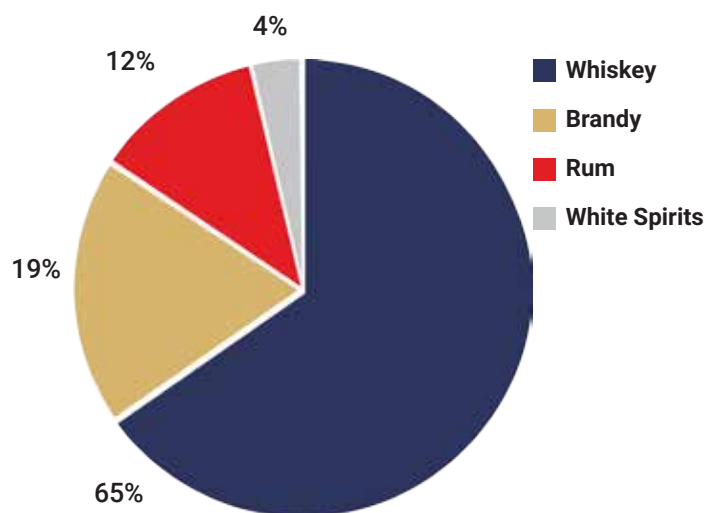


## Industry Overview

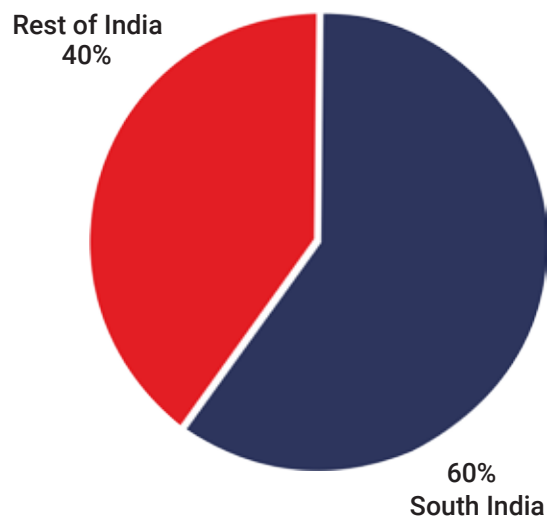
# Brandy & South India – Playing to our strengths

Market leadership in the 2nd largest IMFL segment in the largest alcohol consuming region of India

Category-wise spirits sales (in volumes)



Region-wise IMFL sales



Telangana & Andhra Pradesh contribute towards the highest IMFL consumption in India.

## TI Overview

### BRANDY CONSUMPTION MOVING TOWARDS BRAND LOYALTY AND PREMIUMIZATION

Brandy and South India have both seen an increasing trend in volume sales for the Company

Brandy volume share: **82% (FY17) vs. 92% (FY21)**

South India volume share: **79% (FY17) vs. 86% (FY21)**

## OUR BRANDS THAT DELIGHT OUR CUSTOMERS

### Courrier Napoleon Brandy - Red

Courrier Napoleon Brandy Red is one of the finest products in the premium brandy range that produces a profitable share to TI's business. An exquisite blend made from carefully selected and picked grapes, aged in wooden casks that bring in the distinctive character to it.

### Whisky

Tilaknagar Industries Ltd has witnessed a transformation and we are known to be the 'Connoisseurs Choice'. It is with the flawless blend of rare scotch malts and selected Indian grains that are matured to perfection with which TI produces Mansion House Whisky and Senate Royale Whisky that bring the best-in-class experience for the consumers.

### Mansion House Brandy

Mansion House Brandy comes with the credentials of highly experienced and qualified French styled technique. It is a blend created by the experts by obtaining traditionally procured grapes that brings in the vibrant aroma and taste. Our marquee brand has only evolved to become better over these years. It is in our everyday effort and vision to bring Mansion House Brandy closer to the segment with higher margins and with observed results we have been able to pull and retain it at its prime position.

Mansion House Brandy continues to be amongst the largest selling brandies in the world.

### Courrier Napoleon Brandy- Green

Courrier Napoleon Green Brandy has created an aspirational value to itself that resonates with our consumers. CNB Green has created a niche for itself in the premium space with specially handpicked grapes selected from leading vineyards to bring in the perfectly balanced and refined rich taste & aroma.

### Madira Rum

Madira Rum has been one of the popularly known Rum in India. Its distinctive color makes it a talk amongst the Rum drinkers. Madira Rum offers exciting taste notes and flavor to its consumers.

### Blue Lagoon Gin

A Gin with a zing, our Blue Lagoon Gin Orange has a sensation of zingy and fruity flavor with the experience of real Orange. This segment has been a small contributor to TI's portfolio and revenues.

