

RISING ABOVE.  
READY TO GO  
BEYOND.



ANNUAL REPORT  
2021-22

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[https://tilind.com/investors-  
 financial-reporting/](https://tilind.com/investors-financial-reporting/)

*Welcome to our FY 2021-22 Annual Report. This report is designed with a fresh, youthful and energetic look which is a reflection of our rebirth.*

*The report has been created to be mobile-friendly to enable seamless reading experience on smartphones. It has new, user-friendly interactive features which provides for seamless navigation between sections for a delightful experience. We have also used QR Codes where necessary, which can be scanned to access supplementary details.*

## RISING ABOVE. READY TO GO BEYOND.



Phoenix is a majestic mythological bird. Believed to have magnificent colours, with golden tail feathers and crimson roughage, and a beautiful sound. And yet, more extraordinary than its beauty, is its power to regenerate. As it gets old, it bursts into flames, only to be reborn from its ashes and rise again, making it immortal.

A similar story of renewal, rebirth and rising again holds true for Tilaknagar Industries.

For the last many years, our business passed through tremendous stress burdened by heavy leverage. However, we never gave up.

We remained steadfast and maintained unwavering focus on reinforcing our balance sheet by reducing debt

and getting well-capitalised. We entered strategic partnerships to drive operational excellence. We aligned ourselves to the evolving preferences of consumers, and launched India's first premium flavoured brandy.

**Just like the Phoenix,  
we have been born again  
with new wings to rise  
again in triumph. We are  
now ready to transcend  
the limits of achievements  
to become India's best  
performing and most  
respected consumer  
products company.**

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# DID YOU KNOW ?

## How Tilaknagar name came into being



Being greatly inspired by the stalwart freedom fighter Lokmanya Bal Gangadhar Tilak, and as a mark of respect, the complex in which our factory was set up was named as Tilaknagar.

## Padma Shree Award



Shri D. M. Dahanukar (Dada Saheb) was conferred the prestigious Padma Shree award by the President of India, Shri V. V. Giri, on April 21, 1970, in recognition of his yeoman services in the field of Industrialisation.





## Train at our Shrirampur Factory



Our Shrirampur factory in Maharashtra had a train running inside the complex to carry raw materials and also served as a joy ride to the inhabitants and visitors.

## M. L. Dahanukar Marg



Carmichael Road is a famous, upmarket residential street in South Mumbai. This road is officially named after our Founder as M. L. Dahanukar Marg. Having multiple vintage bungalows and apartment houses, the street houses many rich and famous people and has been an address for who's who of Mumbai.



**MHB**

**KO HARANA  
MUSHKIL HI NAHI  
NAMUMKIN HAI**



*"Aaj mere paas building hai,  
property hai, bank balance hai,  
bangla hai, gaadi hai... kya hai  
tumhare pass?"*

**MERE PAAS  
MHB HAI**

**YEH MHB  
HUMKO DE  
DE THAKUR**



**DON'T  
UNDERESTIMATE  
THE POWER OF  
MHB**



**HUM JAH KHAD  
HOTE HAI LINE  
WAHI SE SHURU  
HOTI HAI**

**ARRE O  
SAMBHA, KITNE  
FLAVOUR HAI**





**MHB**

NAAM TO  
SUNA  
HOGA



*Jaa Simran  
ja pi le apni  
**MHB***

MEIN APNI  
**FLAVOURITE**  
HU

*Zara Sa Jhoom  
Loon Main*

**MHB**

*ke saath !!*



**RIShte MEIN TO  
HUM TUMHARE BAAP  
LAGTE HAIN,  
NAAM HAI**

**MHB**



*Ek MHB ki  
keemat tum  
kya jaano*



*Picture abhi  
baaki hai  
mere dost*





# Tilaknagar Industries **INDIA'S UNDISPUTED BRANDY KING**

Tilaknagar Industries is the largest premium Brandy manufacturer in India with presence across all segments of IMFL – Brandy, Rum, Whisky, Gin and Vodka. With a passion for brandy which is our primary product and an unwavering focus on excellence, we have established a leadership position in this segment in India. Our premium brandy brands Mansion House and Courier Napoleon are greatly liked by discerning consumers and have a strong following.

The Company has a dominant presence in the South India market which is India's leading market for brandy. With state-of-the-art manufacturing set-up that produces liquors of world-class quality and ability to understand markets and innovate to meet the evolving tastes of consumers, we have established a competitive edge in the industry.

16

**Manufacturing plants across  
12 states (4 owned and 12  
contract manufacturing)**

94%

**Share of brandy as a % of  
total sales**

6.73 million

**Cases sold**

86%

**Share of South India sales as a  
% of total volumes**

Ranked #1

**Brandy player in India with a market share of 16.8%<sup>®</sup>**

**(Growth in market share from 46% in FY21 to 49% in FY22 in  
Telangana and from 7% in FY21 to 14% in FY22 in Puducherry)**

All data pertaining to FY 2021-22

<sup>®</sup> Basis volume data for Mansion House Brandy in Telangana, Andhra Pradesh, Karnataka, Kerala, Puducherry and Goa states which contribute 88% of our total volumes





## Our Geographic Footprint

### CORPORATE OFFICE

- Mumbai

### COMPANY-OWNED MANUFACTURING UNITS: 4 UNITS

- 1 Mohali (Punjab) (Army dedicated) – PunjabExpo Breweries
- 2 East Godavari District (Andhra) – Prag Distilleries
- 3 Shrirampur (Maharashtra)
- 4 Kuppal District (Karnataka) – Vahni Distilleries

### LEASED / TIED-UP UNITS: 12 UNITS

- ◆ Jammu (1)
- ◆ Assam (1)
- ◆ West Bengal (1)
- ◆ Odisha (1)
- ◆ Telangana (2)
- ◆ Andhra Pradesh (3)
- ◆ Kerala (2)
- ◆ Karnataka (1)

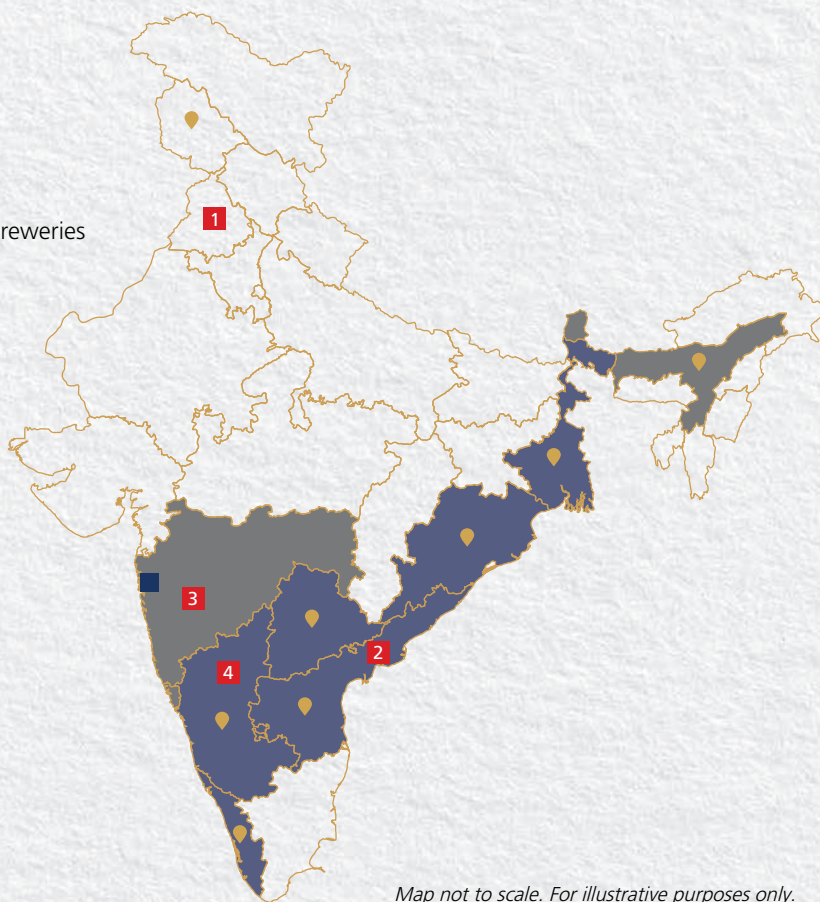
### CONSUMPTION MARKETS

#### Sales through Distribution

Assam  
Goa  
Maharashtra  
Puducherry  
Sikkim

#### Sales through State Corporations

Andhra Pradesh  
Diu  
Karnataka  
Kerala  
Odisha  
Silvassa  
Telangana  
West Bengal



Map not to scale. For illustrative purposes only.

### Interesting Fact

The name brandy comes from the Dutch word brandewijn, meaning 'burnt wine'.



# MHB

