

SOM DISTILLERIES AND BREWERIES LIMITED

(Formerly Known As Som Distilleries Breweries & Wineries Limited)

Registered Office: I-A, Zee Plaza, Arjun Nagar, Safdarjung Enclave, Kamal Cinema Road, New Delhi - 110029

Phone: +91-11-26169909, 26169712 Fax: +91-11-26195897

Corporate Office: SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011

Phone: +91-755-4278827, 4271271 Fax: +91-755-2557470

Email : compliance@somindia.com **Website:** www.somindia.com

CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)



SDBL/BSE/NSE/2024-25

11.07.2024

To

<p>The Manager, Listing Department, NATIONAL STOCK EXCHANGE OF INDIA LIMITED 'Exchange Plaza' C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051. cmlist@nse.co.in <u>Security ID: SDBL</u></p>	<p>Dy. General Manager, Department of Corporate Services, BSE LIMITED, First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. corp.compliance@bseindia.com <u>Security ID: 507514</u></p>
--	---

SUB: BUSINESS UPDATE ON PERFORMANCE OF OUR COMPANY IN ODISHA

[Intimation Pursuant to Regulation 30 (read with Schedule III - Part A) of SEBI (LODR), Regulations, 2015]

Dear Sir/Madam,

We are pleased to inform the stock exchanges that Odisha continues to demonstrate itself as a pivotal growth market for our company.

Over the past quarters, we have witnessed a significant rise in the market share of our beer brands, our primary sales for Q1 FY 24-25 have jumped over 38% as compared to Q1 FY 23-24. Similarly; our market share has climbed from 14.4% in Q1 FY 23-24 to approximately 16.1% in Q1 FY 24-25.

Our strategic initiatives and focused efforts in distribution, marketing, and product innovation have played a crucial role in expanding our presence and capturing market share. As we continue to capitalize on this momentum, we are committed to further strengthening our position in Odisha's competitive market landscape.

Request you to kindly take note of the same. The same information is also available on the company's website i.e. www.somindia.com

For Som Distilleries and Breweries Limited

Nakul Kam Sethi
Executive Director

Website: www.somindia.com