

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)



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To,

<i>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></i>	<i>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></i>
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SUBJECT: SOM Group of Companies Launches “Mahavat Whisky” in the Mid-Premium Segment - Marking One of Its Most Ambitious Brand Rollouts

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

“PRESS RELEASE”

We are pleased to inform that SOM Group of Companies, one of India's fastest-growing alcobev companies, announces its entry into the regular (mid-premium) whisky segment with the launch of Mahavat Whisky - a bold, flavour-forward expression crafted to deliver the spirit of royalty in every sip. Priced in the ₹1000- 1100 segment, Mahavat is positioned to compete with some of the top leading regular whisky brands, while redefining expectations through its premium taste and compelling narrative.

A complete press release is enclosed for your information.

For more information, visit: www.somindia.com

We request you to kindly take the above in your records.

Thanking you,

For Som Distilleries and Breweries Limited

Nakul Sethi
Executive Director



SOM Group of Companies Launches Mahavat Whisky in the Mid-Premium Segment - Marking One of Its Most Ambitious Brand Rollouts

Bhopal, 24th July 2025: SOM Group of Companies, one of India's fastest-growing alcobev companies, announces its entry into the **regular (mid-premium) whisky segment with the launch of Mahavat Whisky** - a bold, flavour-forward expression crafted to deliver the spirit of royalty in every sip. Priced in the ₹1000- 1100 segment, Mahavat is positioned to compete with some of the top leading regular whisky brands, while redefining expectations through its premium taste and compelling narrative.

Inspired by the legacy of strength and leadership, Mahavat is a whisky for those who live life on their own terms- adventurous, bold, and unafraid to break convention. It isn't just a drink; it is a reflection of personality and purpose. As the name suggests, 'Mahavat' refers to the one who commands, a figure of power, discipline, and respect. This sentiment is captured not just in the brand ethos, but also in every element of the whisky's profile and presentation.

Crafted with a taste profile that blends **royal fruit pairings like pear, a delectable touch of smoke, and a candied sweetness that leaves behind a bold, lingering finish of woody richness and subtle cocoa**, Mahavat isn't just another whisky - it's a statement. Aged and blended with precision, the golden liquid delivers a taste experience that reflects regal indulgence with every pour.

"Mahavat Whisky is more than just a new product - it's a disruptive move into India's most competitive alcobev segment. It embodies courage, royalty, and individuality, and we believe it will strike a strong chord with the modern Indian consumer who values both boldness and authenticity," said **Mr. J.K. Arora, Chairman & Managing Director, SOM Group of Companies**, "With Mahavat, we're setting a new benchmark in this segment & it's one of the most anticipated product launch from our group of companies, and **this launch marks one of the most ambitious rollouts** in our portfolio to date."

With the market ripe for premium offerings in the regular whisky category, SOM Distilleries is entering this space with clear intent: to disrupt the category with a brand that not only delivers on taste and quality, but also on emotional resonance and symbolic power. Mahavat encourages consumers to connect deeply with the brand's message of fearlessness and self-expression, making it a refreshing alternative to traditional whisky offerings.

Mahavat Whisky begins its journey with exclusive availability in select outlets across Bhopal, marking the start of a meticulously planned strategic rollout across Madhya Pradesh. Very soon, Mahavat will be available in key cities across the state. Once the Madhya Pradesh roll out is complete, the brand will make its way into Delhi NCR and other key markets across India. **Whisky lovers in Bhopal can head to their nearest outlet and grab a bottle of Mahavat today!**

With Mahavat, SOM Distilleries is firmly positioning itself in the premium beverage space, signaling a new phase of evolution for the brand. Known for its success in the value and mass segments, SOM now sets its sights on building a distinctive identity in India's fast-growing premium alcobev category. Mahavat stands as the harbinger of this shift - a whisky that bridges mass appeal with royal experience.

"A journey of Craftsmanship and Character- The making of **Mahavat Whisky** is the result of extensive research and refinement - a journey led by expert blenders, flavour chemists, and sensory specialists who sought to capture not just a taste, but a **feeling of royalty** in every drop. The process began with deep exploration into consumer palates across India - from seasoned whisky connoisseurs to emerging enthusiasts - uncovering preferences for richness, smoothness, and a signature finish that lingers like legacy itself", said **Mr. Deepak Arora, CEO, SOM Group of Companies**.



Each element of Mahavat's blend has been chosen with precision is the result of carefully selected grain spirits, matured malts, and the use of seasoned barrels that add both depth and dimension. This wasn't simply about blending ingredients - it was about blending **emotion, occasion, and aspiration**. The final result is a whisky that honours tradition but speaks to the modern consumer - **bold in character, refined in taste, and regal in spirit**.

About SOM Group of Companies

SOM Group of Companies is one of India's leading alcoholic beverage manufacturers, offering a diverse portfolio of premium beers, spirits, and ready-to-drink products. Headquartered in Bhopal, Madhya Pradesh, the company has a strong presence across multiple states and exports to several international markets. Known for its flagship brands such as Mahavat Whisky, Bhimbetka Single Malt, popular beer brands like Hunter, Power Cool, Black Fort and Woodpecker, & many more range of products, SOM Group of companies is committed to quality, innovation, and customer satisfaction. With a focus on expanding its footprint through strategic investments and state-of-the-art manufacturing facilities, Som Distilleries continues to shape the future of India's beverage industry.

For more information, please visit: www.somindia.com

For media inquiries, please contact:

Anghsuman Roy
anghsuman.roy@imagestereo.com
+91 9899013722

Jaydeep Ray
jaydeep.r@imagestereo.com
+91 8384069395 / +91 9971670476

