



**MANPASAND
BEVERAGES LTD.**

Date:- 15th December, 2016

To,
The Manager, DCS-CRD
Corporate Relationship Department,
BSE Limited,
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai- 400 001.

To,
The Listing Department, 5th Floor,
National Stock Exchange of India Limited
"Exchange Plaza", Bandra-Kurla Complex,"
Bandra (East), Mumbai-400 051.

Security ID:- **MANPASAND** || Security Code:- **539207** || ISIN:- **INE122R01018**

Dear Sir/Madam,

Sub:- Announcement of Brand Ambassador for "Fruits Up" Brand.

We are happy to announce that, Manpasand has roped in actress **Taapsee Pannu as Brand Ambassador for its 'Fruits Up' Brand**. The Press Release on the same is attached.

If you need any further information in this regard, please feel free to ask for the same

For Manpasand Beverages Limited

Bhavesh Jingar
Company Secretary & Compliance Officer
Mem. No. A28011



Encl:- Press Release



Manpasand Beverages ropes in Taapsee Pannu as brand ambassador for 'FruitsUp'

December 15, 2016: Manpasand Beverages Limited, India's leading fruit juice player, has roped in actress Taapsee Pannu as brand ambassador for its 'Fruits Up' brand which is targeted at the urban consumer market. Taapsee, who has worked in Hindi movies (Baby, Pink) and the southern film industry, will gel very well with the 'Fruits Up' brand as both are young and emerging stars in their own way. 'Fruits Up' is targeted at the urban consumer who, while being health conscious is open to try new things, and who better to represent this brand than a youth icon like Taapsee.

Conceptualised on the lines of satisfying taste buds without compromising on health, 'Fruits Up' will start TVC, ATL, BTL and Digital campaigns featuring Taapsee. The actress with her large fan following in Southern India will also help Fruits Up to reach out and penetrate in that market.

Speaking on this new development, **Mr. Dharendra Singh, CMD of Manpasand Beverages Ltd.** said, "We are happy to be associated with Taapsee Pannu to represent our 'Fruits Up' brand. Taapsee is a versatile actress and connects well with our 'Fruits Up' brand which symbolises unconventional and innovative fruit juice and fruit juice-based carbonated drinks. Fruits Up is positioned as a youth oriented brand for people who are open to try innovative drinks without compromising on the health quotient."

Taapsee Pannu who has earned critical and commercial acclaim with her remarkable roles in film such as Pink said, "I am really excited to be associated with Fruits Up, which is a very unique and innovative product. It has high content of natural fruit juice which makes this drink amazingly tasty and gives health benefits over other carbonated drinks. 'Fruits Up' represents that not only can you have a healthy carbonated fruit drink with variety of flavours but can also do away with your health woes, since it is a no caffeine, no lead and no phosphoric acid drink. With Fruits Up, I am sure all age group of people will enjoy a refreshing fruit juice based healthy carbonated drink."

Under the 'Fruits Up' brand, the company offers premium fruit juices in different flavours such as mango, apple, guava, litchi, orange and mixed fruit and contains 16-17% fruit pulp. Primarily targeted at urban markets, the brand is available across India through modern retail stores and major food chains. Recently, the company has entered into packaged tender coconut water segment through their new brand, 'Coco Sip.' In terms of health drinks, 'Manpasand ORS' is afloat in North Eastern, and soon has plans to go pan India.