



**MANPASAND  
BEVERAGES LTD.**

Date:- January 23, 2017

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

To,  
The Listing Department, 5<sup>th</sup> 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:- Double the Production Capacity in 12-18 months.**

We are happy to inform that the Company is set to double its production capacity in the coming 12-18 months. The Four new plants are going to be set in future. Land has been acquired and construction has started at 3 of the new plants which will be located in Sri City in Andhra Pradesh, Varanasi in UP and Vadodara in Gujarat. The Company is in the process of finalizing the location for the fourth plant in eastern India.

The press release for the same is attached for your kind consideration

For **Manpasand Beverages Limited**

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



**Encl:- Press Release**





Media Release

## Manpasand Beverages to double its production capacity in 12-18 months

- Land acquired and construction work started at 3 new plants located at Sri City, Vadodara & Varanasi
- Location for 4<sup>th</sup> plant in Eastern India is being finalised
- With 50,000 cases per day capacity, combined capacities of these 3 new plants will be close to current production of 1.7 lakh cases per day
- With Rs. 500 crore raised through a QIP recently, company already has required funds for 4 new plants

**January 23, 2016:** India's leading fruit juice player, Manpasand Beverages Ltd, is set to more than double its production capacity in the coming 12-18 months. Four new plants are going to be set up in future with total production capacity of 2 lakh cases per day as against the current 1.7 lakh cases per day.

These four new plants with 50,000 cases per day production capacity each will come in four different regions of India. Land has been acquired and construction has started at 3 of the new plants which will be located in Sri City in Andhra Pradesh, Varanasi in UP and Vadodara in Gujarat. Manpasand Beverages is in the process of finalising the location for the fourth plant in eastern India.

Speaking about this latest development, **Mr. Dharendra Singh, Chairman & MD of Manpasand Beverages Ltd**, said, "The fruit juice market across India has a huge potential for growth and is still considerably untapped. To take advantage of this huge demand, we have embarked on an aggressive expansion journey to more than double our production capacity within the next two years. To meet the continual demand for our existing brands Mango Sip and Fruits Up and to introduce more new brands in futures, we are setting up four new manufacturing units to cover the key markets of India. With the Rs. 500 crore raised through a QIP issue recently we are well placed to fully fund these four new plants. Also, as we are close to debt free, we can resort to debt funding as and when required in future."

Elaborating on the selection of the sites for the plants, **Mr. Singh** said, "Manpasand has a strong reach in the semi-urban markets of northern and western parts of India, and with the proposed plants, our aim is to tap markets in the south, east and north-eastern parts of India too in future. As a proud Indian Company, we believe in 'Make in India' and through these plants we are just reiterating our commitment to this initiative of the government. Once operational, these plants will not only add to our capacities and revenues, but will also generate employment for a few hundred persons in these locations."

Since June 2015, Manpasand has embarked on an expansion mode through strategic alliances in both on-trade and off-trade formats. The Company's brands are available at METRO Cash & Carry, Havmor, Baskin-Robbins, SPAR, and other major organised retail chains. With an increase in capacities and ramping up of production, Manpasand aims to leverage on a strong supply-led growth in the coming days.

