



MANPASAND  
BEVERAGES LTD.

Date:- 03<sup>rd</sup> September, 2016

To,  
The Manager, DCS-CRD  
Corporate Relationship Department,  
Bombay Stock Exchange 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:- Disclosure under Clause 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

Reference to the subject mentioned above, we are happy to inform you that our Company's 'Mango Sip' brand emerges as one of the fastest selling fruit drinks at SPAR's retail outlets.

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**

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**Factory :** 1768/1774/1, GIDC Estate,  
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**Factory :** A/8, Agropark,  
Karkhiyaon, Varanasi. (U.P.)

**Factory :** Plot No.122-125, Sector II,  
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## **Manpasand Beverages ‘Mango Sip’ brand emerges as one of the fastest selling fruit drinks at SPAR’s retail outlets**

- **Achieved this within few months of Mango Sip being made available at SPAR stores**
- **SPAR currently operates 17 stores in 9 cities in India**
- **Worldwide SPAR has 12,000 stores in 40 countries on 4 continents and meets the needs of over 13 million consumers every day**

**September 3, 2016:** Mango Sip, the flagship mango drink brand of India’s leading fruit juice player Manpasand Beverages, has emerged as the second highest selling mango drink across all SPAR hypermarkets in India. The brand is available at all of SPAR’s 17 outlets spread across 9 locations in India.

The worldwide SPAR organisation comprises 12,000 stores in 40 countries on 4 continents and meets the needs of over 13 million consumers every day. SPAR hypermarkets and supermarkets in India is the result of a license agreement between the Dubai based Landmark Group’s Max Hypermarkets India Pvt. Ltd. and Amsterdam based SPAR International. SPAR customers have the option to choose from a wide variety of quality products in every category ranging from grocery to electronics and much more.

Elaborating on this achievement, **Mr. Dharendra Singh, Chairman & MD of Manpasand Beverages** said, “Through this tie up, we have made further headway with our ‘urban penetration’ strategy. Since its inception, our Mango Sip brand has grown to become a well established and one of the largest selling fruit drink brands in semi-urban markets and small towns and cities. However, given the changing consumer preference for traditional and healthy fruit drinks in major urban markets we tied up with SPAR to make Mango Sip available in major cities like Delhi, Bangalore, Chennai, Pune, Hyderabad and others. Additionally, SPAR has helped us in growing our presence in South India where our penetration overall is still low. This and other such recent tie ups are only the beginning and we plan to enter into many more such tie ups in future so as to significantly increase our presence in urban markets in India.”

Speaking on the tie-up with Manpasand Beverages, **Mr. Rajeev Krishnan, Managing Director & CEO, SPAR India** said, “We are happy to have a leading fruit drink player like Manpasand Beverages onboard as it helps reinforce the organization’s promise to provide freshness, value and a differentiated choice to all customers. In about six months time, the ‘Mango Sip’ brand has become very popular with our customers and across all the SPAR outlets in India this brand has become the second largest selling mango drink.”

The market size of beverage industry in India, which consists of juices, carbonated drinks and bottled water is estimated to be worth around Rs. 65,000 crore and this market is estimated to grow at CAGR of more than 20%. The Indian packaged juice industry size is about Rs. 8,000 crore and it has been growing at more than 30% per annum in last few years and will maintain that pace in future as well.