



MANPASAND
BEVERAGES LTD.

August 24, 2018

To,
The Manager, DCS-CRD
Corporate Relationship Department,
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street, Mumbai- 400 001.
Security Cods:- **539207**
ISIN:- **INE122R01018**

To,
The Listing Department,
National Stock Exchange of India Limited
5th Floor, "Exchange Plaza", Bandra-Kurla
Complex," Bandra (East),
Mumbai-400 051.
Security ID:- **MANPASAND**
ISIN:- **INE122R01018**

Dear Sir/Madam,

Sub.- Disclosure under Clause 30 of SEBI (LODR) Regulations, 2015

In compliance with the Clause 30 of SEBI (LODR), Regulations, 2015, we hereby submit Media Release on "**Manpasand Beverages Inaugurates New Manufacturing Plant in Varanasi, Uttar Pradesh**".

You are requested to take note of the same.

Thanking you,

For Manpasand Beverages Limited

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





Manpasand Beverages Inaugurates New Manufacturing Plant in Varanasi, Uttar Pradesh

- **This is the second plant in Varanasi and Seventh in the country**

Varanasi, 24th August 2018: Manpasand Beverages Limited, India's leading fruit drink manufacturer, today completed the setting – up of their new manufacturing facility at Varanasi, Uttar Pradesh. With this addition, the company now has seven manufacturing units in India.

The plant located at UPSIDC Agropark, Phoolpur, Varanasi is spread over 7 acres with an installed capacity to produce up to 50,000 cases per day. The Company has invested around Rs.170 crores to set-up this facility. With the expansion of this plant, the company will now have a manufacturing capacity of around 2,75,000 cases per day, across India.

Speaking on the occasion, Mr. Dharendra Singh, Chairman and Managing Director, Manpasand Beverages Limited, said "We have set-up this facility with an intention to further strengthen our position in the Indian and global fruit drink industry. The two facilities in Varanasi will provide strategic leverage in catering to the key markets of North-West, East, North-East and part of Central India. Apart from the existing range of products, this unit will also focus on new product segments like milk based drinks and protein based drinks."

Having established a strong presence in the rural and semi-urban markets through its flagship brand 'Mango Sip', Manpasand has been quick to build on it further by increasing its footprints in the Modern Trade segment. Within a short period of three years, the flagship brand 'Mango Sip' has emerged as the third largest mango drink brand in the modern trade segment in the previous financial year ending in March 2018, according to a recent data shared by Nielsen.

Over the next three years, Manpasand is planning to enter new product segments that include milk based drinks, fruit based sugar free drinks, glucose drinks and protein based drinks that will provide a significant boost in its growth journey across local and global markets.

In order to cater to the rising demand and owing to the recent ten year exclusive joint distribution tie-up with Parle Products Pvt. Ltd. to access their gigantic retail network, the Company is on track to double its production capacity. Apart from the existing seven plants at Vadodara, Varanasi, Dehradun and Ambala, the plant at Sri City will be ready within 3-4 months while the facility in Odisha will be set-up very soon.