



MANPASAND  
BEVERAGES LTD.

May 16, 2017

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

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

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

**Sub:- Disclosure under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015**

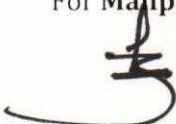
Dear Sir/Madam,

In compliance with regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, We have attached herewith Media Release titled as "**Manpasand Beverages enters traditional drinks segment with newest brand 'Jeera Sip'**".

This is for your information and record purpose.

Thanking you,

For **Manpasand Beverages Limited**

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



Encl:- Media Release





Media Release

## Manpasand Beverages enters traditional drinks segment with newest brand 'Jeera Sip'

**May 16, 2017:** After the success of Mango Sip and Fruits Up, Manpasand Beverages Limited, India's leading fruit juice player, has now entered the traditional Indian drink segment under the brand name of "**Jeera Sip.**" Positioned as a healthy and yet refreshing beverage, the product will be available in 250 ml and 160 ml PET bottle.

Speaking about their new brand, **Mr. Dharendra Singh, Chairman & MD of Manpasand Beverages Ltd.,** said, "The traditional drink segment is one of the fast-growing categories in the Indian beverage market owing to changing consumer dynamics and shifting preferences towards healthier drinks. This provides us with an opportunity to come out with local/ethnic flavors that are not only functional but familiar with the Indian taste buds. *Jeera* (cumin) is known for its unique flavor and is synonymous with Indian cuisine. "**Jeera Sip**" is our take on the age old traditional recipe with an innovative approach. While keeping the traditional drink's taste and authenticity intact, we have added real fruit and fizz in it to give it a modern twist. Not only is it a delicious and natural alternative to the other fizzy drinks available in the market, it also has multiple nutritional values. There is a huge market for branded packaged traditional drinks in urban and rural markets. After our flagship Mango Sip brand and Fruits Up, "**Jeera Sip**" is our next big launch."

"**Jeera Sip**" will be made available through modern retail stores, stand alone stores and traditional provision stores. After aggressively expanding our presence and capacity in the last fiscal year, we now want to focus on bringing out more innovative and traditional products under our portfolio. Our aim is to reach out to urban and rural consumers alike and offer them with products that are flavorful and affordable at the same time," added **Mr. Singh.**

With a "Make in India" vision, the company is the only listed Indian pure play beverage Company. The Company has time and again expanded its product range to provide healthy yet tasty beverages to its customers. The Company is also focusing on strategic tie-ups with QSR, Popular Food Chains, and Modern retails to make the product more widely available across India. In the coming days, the company plans to bring out healthier fruit juices and beverage in the market.