



**MANPASAND
BEVERAGES LTD.**

Date:- 20th 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, 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:- Disclosure under Clause 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

In Compliance with Clause 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we are happy to inform you that Manpasand's 'Fruits Up' sponsored the Mountain Cycling event 'NorthQuest Challenge Ladakh 2016'.

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

- **Media Release**



Media Release

Manpasand's 'Fruits Up' to sponsor Mountain Cycling event 'NorthQuest Challenge Ladakh 2016'

September 20, 2016: 'Fruits Up,' the premium fruit juice brand of India's leading juice player Manpasand Beverages Ltd, will be the lead sponsor of the NorthQuest Challenge Ladakh 2016 - a one of its kind mountain-cycling event. By associating with this event, Manpasand Beverages aims to reinforce the brand's core philosophy of leading a healthy and active lifestyle.

As a part of the week long Ladakh Festival, the cycling event has been promoted under the guidance and collaboration with J&K Tourism, Ladakh Hill Council, Ladakh Administration and under the aegis of the Cycling Federation of India. The event will see participation of the best national level cyclists in the country who will test their cycling prowess at an altitude of 3500 metres above sea level.

Speaking about this sponsorship, **Mr. Dharendra Singh, Chairman & MD of Manpasand Beverages** said, "The decision to associate 'Fruits Up' with NorthQuest Challenge Ladakh 2016 is a manifestation of the company and the brand's philosophy of health and well-being. As a company, we not only believe in providing healthier and quality products to our customers, but also are enthusiastic about promoting sports. Cycling is more than a physical activity or sport; it's rewarding to self and to the environment. It has various benefits that go beyond making one physically fit and through this initiative we hope to promote the culture of cycling among urban dwellers. We have also forged a partnership with Cycling Federation of India (CFI) to continue encouraging cycling as a healthy and eco-friendly activity."

"This partnership will further facilitate the visibility and marketability of 'Fruits Up,' the company's premium and carbonated fruit drinks range, as it's primarily targeted at urban markets and fitness enthusiast," added Mr. Singh.

Speaking on the same, Mr. V N Singh, Additional Secretary of CFI said, "Cycling is not only a sport for better physical health but also a recreational activity for the mind. We are glad that, together with Manpasand Beverages, we are promoting this tangible means of well-being for a better, happier tomorrow. As Mr. John F Kennedy rightly said, 'nothing compares to the simple pleasure of riding a bike!'"

"This event is special for us. We are happy that not only are we a part of this initiative but also have contributed our bit towards making the society greener and better. Under the leadership of CFI along with the dedicated partners such as Manpasand Beverages, cycling will soon become a mainstream sport and means of well-being," expressed Mr. Harkirat Singh, Director, NorthQuest Challenge.

With a view to expand its product portfolio and target the urban markets, Manpasand launched its 'Fruits Up' range of products in FY 2015. Without any synthetic base, 'FRUITS UP' is made up of natural ingredients and comes in a range of carbonated and non-carbonated fruit drinks. 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.