To,

Date: 31.08.2026

BSE Limited, P.J. Towers, Dalal Street, Mumbai-400001 Scrip Code: 538920	National Stock Exchange of India Limited, Exchange Plaza, Bandra- Kurla Complex, Mumbai 400051 Symbol: VINCOFE

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Submission of Press Release

Unit: Vintage Coffee and Beverages Limited

Dear Sir/ Madam,

With reference to the captioned subject, please find enclosed herewith the Press Release for Vintage Coffee and Beverages Limited regarding Launch of New Product Segment- Roast and Ground Coffee. The above information will also be made available on the website of the company https://vcbl.coffee/.in.

This is for the information and records of the Exchanges, please.

Thanking you.

Yours sincerely,
For Vintage Coffee and Beverages Limited

TATI BALAKRISHNA

Digitally signed by TATI BALAKRISHNA
Date: 2026.08.31 10:45:20 +05'30'

Balakrishna Tati
Chairman & Managing Director
DIN: 02181095

Press Release

LAUNCH OF NEW PRODUCT SEGMENT- ROAST AND GROUND COFFEE:

Vintage Coffee and Beverages Limited (VCBL) is pleased to announce that, as part of the company's vision and business plan, the company has now added one more product segment, **"Roasted & Ground" (R&G) Coffee**, to its basket, focusing on the R&G segment of coffee, particularly in the United States of America and Europe.

The company has installed a modern and sophisticated roaster that will provide a unique roasting profile to R&G coffee connoisseurs.

The company's Chairman and Managing Director, **Mr. Tati Balakrishna**, expressed that "*Entering into R&G coffee is part of the company's premiumisation strategy along with entry into freeze dried coffee (FDC). Global R&G market is estimated at USD 101.75bn in 2026 and is expected to increase to USD 159.46bn by 2035 translating into 5.12% CAGR. (source:* https://www.businessresearchinsights.com/market-reports/roast-and-ground-coffee-market-125820 (USDA Agri Report)*). Entry into R&G coffee will increase the addressable market for the company as well as enter premium products and new geographies like America and Europe. America is one of the largest R&G-consuming countries in the world, and stepping into the R&G segment will help company to make inroads in the country.*

Post Covid-19, home brewing coffee has increased. Hence, R&G coffee would help the company to target premium in-home consumption. Global café and coffee chains are also focussing on R&G coffee increasingly."