



August 21, 2026

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400001
Scrip Code : 507205

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051.
Symbol : TI

Sub: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015 – Tilaknagar Industries Takes Indian Spirits to Times Square, Marking a Moment of Indian Pride

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015, we are enclosing herewith a press release dated August 21, 2026 titled “**Tilaknagar Industries Takes Indian Spirits to Times Square, Marking a Moment of Indian Pride**”.

The above information is available on the Company’s website at www.tilind.com.

This is for your information and records.

Thanking you,

Yours faithfully,

For **Tilaknagar Industries Ltd.**

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Tilaknagar Industries Takes Indian Spirits to Times Square, Marking a Moment of Indian Pride

As part of its Independence Day celebrations, the company showcased Mansion House Brandy and Monarch Legacy Edition Brandy across Times Square in New York, one of the world's most iconic advertising destinations

The 72-hour campaign delivered an estimated 2,592 plays and reached a Times Square visitor base of more than 1.2 million people

Founded in 1933 against the backdrop of the Swadeshi movement, the 93-year-old company was named after freedom fighter Lokmanya Tilak and has since grown tremendously from its roots in Maharashtra as a sugar mill into one of India's leading beverage companies

Mumbai, August 21, 2026: On the occasion of India's Independence Day, Tilaknagar Industries Ltd. (TI) took Mansion House Brandy and Monarch Legacy Edition Pure Grape Brandy to Times Square, New York City, bringing two Indian spirits brands to one of the world's most recognised advertising destinations.

The 72-hour campaign featured 10-second brand films that played across screens every 100 seconds, totalling an estimated 2,592 plays over three days, between August 14 and 16. With Times Square attracting 400,000+ visitors each day, the campaign had more than 1.2 million visitors over its duration.

For Tilaknagar Industries, the Times Square moment is a reflection of how far an Indian company can travel while remaining rooted in its origins. From a business founded in the era of Swadeshi and built over nine decades in India, to their award-winning brands now finding their place on a global stage, the moment marks another chapter in TI's journey of building in India and taking Indian spirits to the world.

The Company's History & Reinvention

In 1933, Mahadeo Laxman Dahanukar founded Maharashtra Sugar Mills near Nashik, inspired by the vision of freedom fighter Lokmanya Tilak and against the backdrop of the Swadeshi movement. What began as a sugar mill later expanded into the manufacture of industrial alcohol and, by 1968, into the spirits business now named Tilaknagar Industries.

Over the decades, TI built a strong presence in India with brands including **Mansion House Brandy and Courier Napoleon Brandy**, and established itself as India's largest manufacturer of premium brandy. Its portfolio has since grown beyond brandy to include whisky, rum and gin, while the company has increasingly focused on premium and luxury spirits, alongside strategic investments in the craft spirits ecosystem.

The two brands featured in Times Square represent different points in the company's journey. Mansion House Brandy is TI's flagship brandy and India's largest-selling premium brandy, as well as the world's second largest-selling premium brandy, reflecting the scale and consumer recognition it has built over decades. **Monarch Legacy Edition**, launched in 2024 as the company's first luxury brandy, builds on this legacy while giving TI a presence in the luxury segment alongside its established brands.

Amit Dahanukar, Chairman and Managing Director, Tilaknagar Industries Ltd., said, *"Seeing our brands in Times Square on Independence Day carries a very special significance. Ninety-three years after my great-grandfather founded the company, it is a proud moment to see brands from TI represented in one of the world's most iconic destinations. The business has grown and reinvented itself over the decades, and Mansion House and Monarch reflect that in different ways - one a brand with decades of history in India, and the other a luxury expression taking our expertise into new markets. To see both together in Times Square is a wonderful reflection of how far TI has come, and where we are taking Indian spirits next."*

Sanaya Dahanukar, General Manager – Growth & Innovation, Tilaknagar Industries Ltd., said, *"It is exciting to see Mansion House and Monarch represented in Times Square, particularly at a time when both brands are building a stronger presence in the US. It is incredibly special to see brands that have been built in India appear in the heart of New York, in front of an audience from across the globe. For us, that is what Indian pride looks like today, taking what we have built here and sharing it with the world."*

Both Mansion House and Monarch are currently available across New York, New Jersey, Texas, Tennessee, California, Delaware, Florida, Georgia and Illinois, giving the Times Square showcase a direct connection to TI's growing presence in the US market.

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About Tilaknagar Industries Ltd.: Tilaknagar Industries Ltd. (TI) is one of India's leading IMFL manufacturers, with 90 years of excellence in the consumer goods category. Founded in 1933 by Shri Mahadev L. Dahanukar as Maharashtra Sugar Mills, the company was originally engaged in the manufacture of sugar and allied products. The Dahanukar family continues to be the promoter of TI, guided by the same vision and values as its founders. Under the leadership of Shri Amit Dahanukar, TI has grown to become the largest manufacturer of premium brandy in India. The company leads the spirits market with its two 'Millionaire' brandy brands, Mansion House and Courier Napoleon, and has a strong presence across whisky, rum and gin through Mansion House Whisky, Madiraa Rum and Blue Lagoon Gin. TI has further strengthened its whisky portfolio with the acquisition of Imperial Blue, a well-established legacy brand in India. Reflecting its focus on premiumisation, TI's luxury vertical, House of TI, is anchored by Monarch Legacy Edition, its first luxury brandy, and Seven Islands Pure Malt Whisky, an Indo-Scottish premium whisky, alongside India's emerging craft spirits players like Bartisans and Spaceman Spirits Lab. For more information about Tilaknagar Industries, our people, our brands, and our performance, visit us at: <https://www.tilind.com/>

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