



Date: 02.04.2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001

Scrip Code: 530305

Subject: Compliance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Press Release dated April 02, 2025 announcing the launch of Indri Experience Centre.

You are requested to take a note of the same.

Thanking you,

Yours Faithfully,

For Piccadily Agro Industries Limited

Niraj Kumar Sehgal

Company Secretary

A-8019

Piccadily Agro Industries Ltd.

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PRESS RELEASE

INDRI UNVEILS STATE-OF-THE-ART EXPERIENCE CENTRE: A DESTINATION FOR WHISKY CONNOISSEURS IN INDIA



2nd April '25, New Delhi – Piccadily Agro Industries Limited proudly announces the grand opening of its state-of-the-art Experience Centre, a landmark destination designed to offer whisky enthusiasts an immersive journey into the art of making single malt whisky. Nestled amidst the lush landscapes of Indri, Haryana, this world-class facility combines heritage, innovation, and luxury to create an unparalleled whisky experience.

The Indri Experience Centre has been thoughtfully designed to offer a holistic exploration of whisky making, blending sensory and interactive elements. Visitors can embark on guided distillery tours, deep-dive into exclusive whisky tastings, and partake in curated experiences with a firsthand understanding of the artistry behind Indri and its celebrated expressions. Set against the stunning backdrop of the distillery's maturation hall, it also offers a unique leisure experience with its exclusive Putting & Chipping Golf Greens, designed for both casual players and golf enthusiasts. Whether guests are taking a break between whisky tours or looking for a relaxing outdoor activity, this Golf Course adds a touch of sport and sophistication to the Indri experience, blending recreation with the art of fine whisky appreciation.

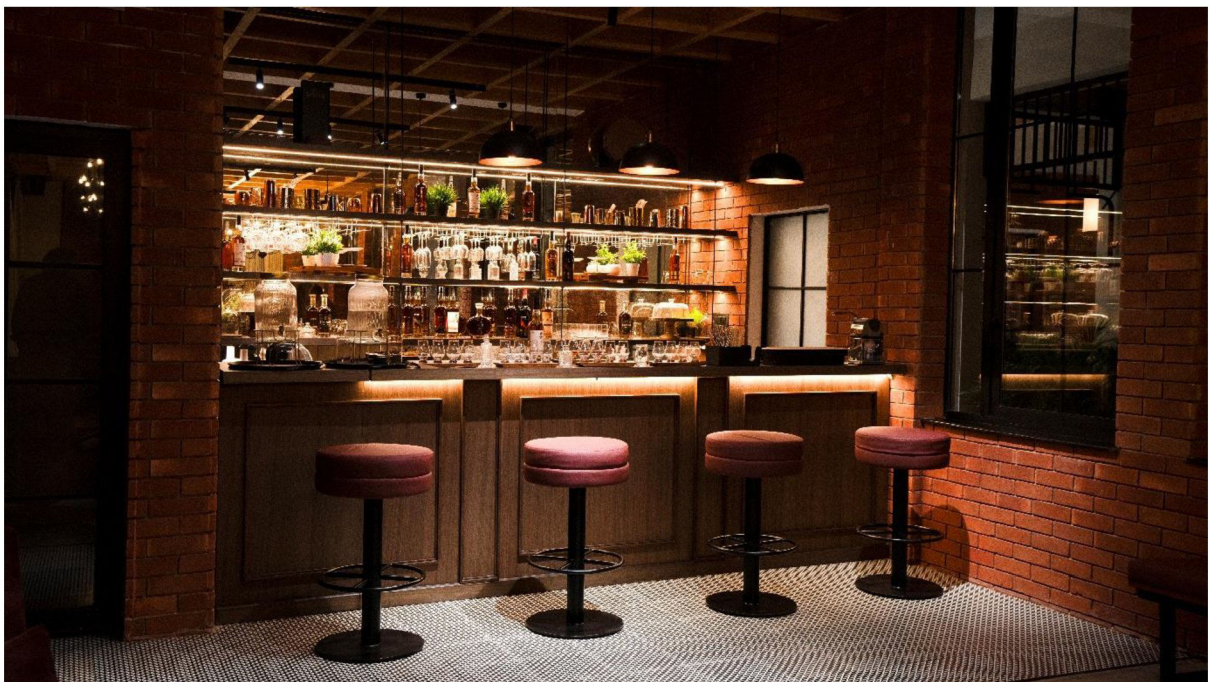
“Our vision for the Indri Experience Centre was to create an experience that is both immersive and enlightening. Every element of this space has been designed to reflect the passion, precision, and heritage that go into crafting each bottle of Indri single malt,” said **Shalini Sharma, Head of Marketing at Piccadily Agro Industries Limited**. “This centre is not just about showcasing our single malt whiskies—it’s about inviting consumers to be part of our story.”

Sharing insights into the design philosophy, **Anshuman Khanna, Chief Architect** said “The Indri Experience Centre blends India’s rich cultural heritage with sustainable design, drawing inspiration from the havelis of Northern India. Centered around a grand courtyard, its compact form features a 20-foot-high Porte-cochère leading to a bar, tasting room, merchandise shop, museum room, offices, and a laboratory. The facade, crafted from reclaimed 19th-century Nanakshahi bricks, white-painted walls with intricate mouldings, and fluted columns, merges tradition with sustainability. Large windows enhance natural light and ventilation, while cavity brick walls, double-glazed windows, and solar-reflective tiles ensure energy efficiency.”

“Exposed brick, blackened steel, and raw concrete reflect the artisanal process of whisky-making, while warm wood, leather seating, and brass accents pay homage to its rich heritage. The centrepiece is a moody whisky lounge, accompanied by an interactive exhibit space and a cigar-inspired relaxation area, all designed to provide an immersive and luxurious journey into the world of Indri single malt whiskies.” said **Priyanka Singh, Founder & Studio Head at Chalk Studio**.



Indri is committed to transparency and excellence in whisky making, adhering to the highest standards set for single malt production. From sourcing quality ingredients to following time-honoured distillation and maturation techniques, every step of the process is conducted with integrity and precision. Visitors to the Indri Experience Centre can witness firsthand the craftsmanship behind each bottle, gaining insight into the traditional copper pot still distillation, cask selection, and aging process. By maintaining an open-door approach, Indri ensures whisky enthusiasts can appreciate its authenticity, quality, and dedication to excellence.





The Indri Experience Centre stands as a landmark achievement in Piccadilly's vision to elevate India's growing whisky culture on the global stage. More than just a destination, it is designed to captivate both seasoned connoisseurs and curious explorers. The centre offers an unparalleled whisky experience, setting new standards of excellence and solidifying Indri's place among the world's most revered single malt brands.

Stock Ticker: (PICCADIL | 530305 | INE546C01010)

<https://www.bseindia.com/stock-share-price/piccadilly-agro-industries-ltd/piccadilly-agro-inds/530305/>

About Piccadilly Agro Industries Limited (PAIL)

Piccadilly Agro Industries Limited (PAIL) is a publicly listed company on the BSE Limited (BSE: PICAGRO). The company operates primarily in two strategic business segments: Distillery and Sugar. Its manufacturing facility is located in Indri, Haryana, covers 168 acres and is equipped with advanced technology for producing a diverse range of products, including Malt, Extra Neutral Alcohol (ENA), Ethanol, and White Crystal Sugar.

Piccadilly Agro Industries Limited has established itself as a key player in the alcoholic beverages industry, particularly renowned for its expertise in malt spirits. The company boasts a robust portfolio that includes premium expressions of Indri single malt whisky, blended malt whisky brands and Camikara, premium sugarcane juice aged rum.

In 2022, Piccadilly Agro Industries Limited made a significant mark with the launch of 'Indri' its flagship single malt whisky brand, aimed at catering to discerning consumers who appreciate quality and craftsmanship in spirits. By focusing on premiumization strategies and leveraging its technical capabilities, the company has successfully positioned itself as a leader in the Indian single malt whisky market by becoming the 'fastest growing single malt whisky brand' in 2024.

Website: www.piccadilly.com

About Indri Single Malt Whisky

Launched in 2022, Indri Single Malt Whisky, crafted by Piccadilly, has quickly become the fastest-growing single malt in the world, earning over 40 prestigious accolades, including 'Best Indian Single Malt' and 'Best Whisky in The World.' Produced in Indri, a small village in Haryana, using premium 6-row Indian barley from Rajasthan, Indri single malt whisky showcases Indian excellence and innovation.

In a market once dominated by imported labels, Indri stands tall as a beacon of Indian excellence. It's not just a brand, it has become a symbol of national pride, elevating the status of Indian spirits to unparalleled heights. Indri isn't just leading the charge; it's leading a revolution.

As Indri continues to redefine the standards of Indian single malts, Piccadily remains dedicated to pushing boundaries, exploring new horizons, and delivering exceptional experiences to whisky enthusiasts worldwide.

Website: www.indri.in

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Disclaimer

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