

Triveni Engineering & Industries Ltd. Expands its IMFL Portfolio to Delhi; Launches Premium and Super-Premium Whisky Brands: Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky

Following their strong debut in IMFL industry, the brands are now ready to captivate Delhi's spirits market with passionately crafted blends created for the young consumers.

New Delhi, 22 December 2025: Triveni Engineering & Industries Ltd. (TEIL) enters Delhi's vibrant spirits market with the launch of Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky. With this expansion, TEIL strengthens its footprint in the premium and super-premium whisky segment, catering to the evolving palates of Millennials and Gen Z, with blends that promise refined, memorable experiences for every occasion.

TEIL forayed into the IMFL market in July 2024 with Premium and Super Premium whisky brands. Within months, the brands were honored with national & international accolades. Building on this recognition and early success, TEIL now brings its expertise to Delhi with the introduction of Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky.

Priced at INR 950 for a 750 ml bottle, The Crafters Stamp Grand Reserve Blended Whisky is a testament to Triveni's commitment to crafting quality and sophistication. A harmonious blend of Scotch malts aged in bourbon and sherry oak casks and the finest Indian grain spirits, this whisky dances on the palate with layers of sweetness and maltiness. Enchanting notes of floral bouquets, decadent toffee caramel, and the warm embrace of oak are complemented by hints of vibrant summer fruits and deep aromatic vanilla. Each sip offers a rich and flavourful journey, designed for those who appreciate the finer things in life.

With its thoughtful packaging, every element, from the color and materials to the embellishments, has been carefully curated to reflect a high-end experience, ensuring that The Crafters Stamp stands out on the shelves and in social gatherings. Aimed at Millennials who are mature, sharp, and evolved, The Crafters Stamp is perfect for those who value authenticity, quality, and refinement.

On the other hand, Matsya Gold Reserve Blended Whisky captures the essence of a new era of whisky enthusiasts and priced at INR 570 for a 750 ml bottle. An extraordinary blend that harmonizes full-bodied bourbon and sherry cask-aged Scotch malts with the finesse of Indian grain spirits, Matsya offers an unparalleled sensory experience. Each sip immerses the palate with a cascade of deep aromatic vanilla, rich sherry, and seductively smooth honey. The result is an unforgettable taste that resonates with Gen Z—cool, young, and vibrant.

Matsya's packaging reflects its bold identity, combining aesthetics, quality, and practicality. The distinctive teal color and fluid design theme sets it apart, appealing to the contemporary style of today's younger generation who seek experiences that stand out and make an impression.

Bharat Gandhi, Vice President & Head Operations (IMFL), Triveni Engineering & Industries Ltd., added, *"Delhi is not just a market, it is the benchmark for every serious alcobev player in India. With the launch of Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky, we are introducing blends and brands that embody authenticity, craftsmanship, and superior quality. This launch marks a decisive step in Triveni's journey to reshape the premium and super-premium whisky landscape."*

Our goal to establish ourselves as the brand of choice for old and new generation of whisky drinkers who seek elevated experiences and uncompromising taste.”

Akash Premsen, Vice President (Strategy), Triveni Engineering & Industries Ltd, said, *“The introduction of Matsya and The Crafters Stamp into Delhi’s Indian Made Foreign Liquor (IMFL) market marks a significant milestone in our journey. This move connects us with one of India’s most dynamic markets for whisky. These brands represent years of dedication and craftsmanship, designed to offer consumers modern, innovative products while moving beyond the conventional choices. Our focus on excellence has always been at the heart of what we do. We look forward to a new generation of customers being delighted by what Triveni has to offer.”*

As India’s whisky market expands, TEIL is ready to stand out with blends that elevate the drinking experience for both seasoned connoisseurs and new-age consumers.

About Triveni Brands

Triveni Brands is the FMCG Division of Triveni Engineering & Industries limited, which currently constitutes Shagun Sugar, Triveni Sugar, the Private Label Business and Indian Made Foreign Liquor. The mission of this division is to create innovative and high-quality products that delight customers. Our products have a strong omni-channel strategy and we are committed to growing in a sustainable manner while keeping customer at the very center.

About Triveni Engineering & Industries Limited

Triveni Engineering & Industries Limited (TEIL) is a diversified industrial conglomerate having core competencies in the areas of sugar, alcohol, power transmission and water. The Company holds the position of one of India's largest integrated sugar manufacturers and one of the largest ethanol manufacturers, while making significant contributions in Power Transmission and in Water & Wastewater treatment solutions. TEIL currently has seven sugar mills in operation at Khatauli, Deoband, Sabitgarh, (all in western Uttar Pradesh), Chandanpur, Rani Nangal and Milak Narayanpur (all in central Uttar Pradesh) and Ramkola (eastern Uttar Pradesh). While the Company’s Power Transmission (Gears) manufacturing facility is located at Mysuru, the Water & Wastewater treatment business is located at Noida. The Company currently operates 6 co-generation power plants located across five sugar units, with 104.5 MW grid connected co-generation capacity.

The Company has state-of-the-art distilleries spread across Muzaffarnagar (MZN) – 2 facilities, Sabitgarh (SBT), Milak Narayanpur (MNP) and recently commissioned Rani Nangal (RNG) in Uttar Pradesh. These facilities have the capability to produce Ethanol, Extra Neutral Alcohol (ENA), Rectified Spirit (RS) and Denatured Spirit (SDS). The Company utilizes a mix of sugarcane-based feedstocks as well as grain. Distillers Dried Grain Soluble (DDGS), a co-product produced on grain operations is also sold to premium Institutions and has been well accepted in the market. The Company also manufactures Indian Made Indian Liquor (IMIL) and Indian Made Foreign Liquor (IMFL).

The Company produces premium quality multi-grade crystal sugar, raw (as per the market/export requirements), refined and pharmaceutical-grade sugar. All the Sugar units are FSSC 22000 certified. The sugar is supplied not only to household consumers but also to bulk consumers. The Company has supply chain relationships with leading multinational beverage, food & FMCG companies, pharmaceutical companies and leading confectionery producers. It also has a strong presence in branded sugar market through its brand “Shagun”.

The Company is a dominant market player in the engineered-to-order turbo gearbox industry in India. The Power Transmission business has 3 different business segments – Gears, Defence, Built to Print. It delivers robust and reliable Gears solutions which cover a range of applications and industries to meet the ever-changing operating conditions and customers’ requirements. The Company has become a dominant supplier to all major OEMs in the country, offering solutions to all industrial segments including Oil and Gas as per AGMA, API-613 and API-677 standards. It is amongst the market leaders in high-speed Gears and Gearboxes with up to 70 MW capacity and speed of 70,000 rpm. The major product portfolio includes steam turbines, gas turbines and compressor gearboxes under the High-Power High-Speed segment. In the Low-Speed segment, the Company focuses on the gearboxes used in applications such as reciprocating pumps and compressors, hydel turbines, mill and extruder drives for metal, sugar, rubber and plastic industries, marine applications, etc. Its robust and reliable products are backed by 360-degree service solutions which minimize the downtime for its customers. The Company provides health monitoring services for all types of critical gearboxes, high-speed and low speed, as well as maintains an inventory of dimension ready sites for immediate solution.

The Company provides complete and sustainable water technology solutions across the water usage segments. Advanced Solutions offered for total water management include turnkey / EPC, customer care, operations and maintenance, life cycle models such as Design, Build Own & Operate (DBOO), Design, Build Own Operate and Transfer (DBOOT), BOOT, equipment supply for unit processes like screening, grit separation, clarification and sludge handling. The Customer Care Division offers value added services for operation management and performance optimisation. The quality service offerings are tailored to customers' requirements, which in many cases form an integral part of the main contract - operations and maintenance, annual maintenance contracts, product & process audit, health check-up and overhauling, pilot experiments, refreshment, upgradation and automation of existing plants, spares and service consumables and chemicals and on-site training and assistance.

As a result of a Scheme of Arrangement, the Company's steam turbine division was demerged into one of its wholly owned subsidiaries, Triveni Turbine Limited (TTL), and was listed on the NSE and BSE in 2011. The Company owned 21.85% of TTL's equity, until September 21, 2022, when the entire stake was divested with net proceeds of ₹ 1,593 crore.

On March 11, 2024, the Company acquired 25.43% equity stake in Sir Shadi Lal Enterprises Limited, (SSEL), followed by further acquisition of additional 36.34% stake on June 20, 2024. Consequently, SSEL has become a subsidiary of the Company with effect from June 20, 2024. The Company currently holds a 61.77% equity stake in SSEL. SSEL is engaged in the business of manufacturing sugar, ethanol/alcohol with two manufacturing units in Uttar Pradesh.

For further information on the Company, its products and services please visit www.trivenigroup.com

Himanshu Sharma

Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011

E-mail: himanshu.sharma@trivenigroup.com

Minal Chaterjee

Triveni Engineering & Industries Ltd

Ph: +91 120 4308000

Fax: +91 120 4311010, 4311011

E-mail: minal.chaterjee@ho.trivenigroup.com

Note:

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