



Date: 23/06/2025

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001
Scrip Code: 530305

Sub: Press Release

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 June 23, 2025 announcing **Camikara 3YO Rum** winning a '**Gold Medal**' at The **Rum & Cachaça Masters 2025**.

You are requested to take a note of the same.

Thanking you,

Niraj Kumar Sehgal
Company Secretary & Compliance Officer
Piccadily Agro Industries Limited

Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

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CIN No.: L01115HR1994PLC032244



PRESS RELEASE

CAMIKARA: PUTTING INDIA ON THE WORLD RUM MAP

The **1st and Only** Indian Rum to Win A ‘Gold Medal’ at The **Rum & Cachaça Masters 2025**



June 23, 2025, New Delhi — In a moment that marks a milestone for the Indian spirits industry, **Camikara 3YO**, India’s first-ever pure cane juice aged rum, has made history by winning a ‘**Gold Medal**’ at the prestigious **Rum & Cachaça Masters Awards 2025**, held in London. With this historic win, **Camikara becomes the only Indian rum to have ever won a Gold Medal** at this prestigious global competition.

There was a time when India was absent from the global conversation on premium rum. While nations like Martinique, Barbados, and Jamaica proudly exported their sugarcane spirits, Indian rum remained an afterthought—cheap, molasses-based, and largely ignored by serious connoisseurs. This was a paradox, given that India is one of the world’s largest producers of sugarcane, yet had never ventured into crafting a high-quality, aged pure cane juice rum in the celebrated Rhum Agricole style.

Camikara, crafted by Piccadily Agro Industries, is the only rum changing that narrative and championing the cause of Indian rums on the global stage, competing with the best in the world—and beating them. Camikara has brought the global style of Rhum Agricole to Indian terroir, with a bold and refined identity. For the first time in Indian history, a rum made from fresh sugarcane juice, without molasses, colour, sugar or additives and aged in oak barrels has stood proudly on the world stage—earning accolades and turning heads.

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“This win is not just a medal—it’s a moment of pride for India. Camikara was born out of a belief that India could create world-class spirits rooted in its own land and legacy. For an Indian brand to earn Gold in this highly competitive field is not just an accolade—it is a signal to the world that Indian spirits are ready to lead, not just follow. We’re not just making rum—we’re making history.” said **Shalini Sharma, Head of Marketing, Piccadily Agro Industries Limited.**

Organised by *The Spirits Business*, the **Rum & Cachaça Masters** is one of the most prestigious global blind-tasting competitions dedicated exclusively to rum and cachaça. Held annually, the competition brings together a panel of esteemed jury who judge entries from around the world across multiple categories. The 2025 edition saw a record number of entries from leading rum-producing countries, making the competition fiercer than ever. Winning a medal at the Rum & Cachaça Masters is a mark of international acclaim and craftsmanship—an acknowledgment that a spirit meets the highest global standards in taste, complexity, and balance.

As the world embraces a rum renaissance, Camikara stands tall as the torchbearer of Indian excellence, boldly breaking stereotypes and reclaiming India’s long-lost legacy in sugarcane distillation. Camikara has challenged decades of convention and opened up a premium category that had never existed in India before. In doing so, it has not only revived a forgotten Indian heritage of cane spirits, but has also redefined what Indian rum can be—respectable, aspirational, and truly world-class. With every pour, Camikara tells the story of a new India—confident, uncompromising, and ready to take its rightful place on the global stage.

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Stock Ticker:(PICCADIL | 530305 | INE546C01010)

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

About Piccadily Agro Industries Limited (PAIL)

Piccadily Agro Industries Limited (PAIL) is a publicly listed company on the Bombay Stock Exchange (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.

Piccadily 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, Piccadily 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.piccadily.com

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