



Date: 29.04.2025

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

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Sub: 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 29, 2025 announcing the grand finale of the Camikara Millionaire Bartender Challenge.

You are requested to take a note of the same.

Thanking you,

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

Piccadily Agro Industries Ltd.

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INDIA GETS ITS FIRST MILLIONAIRE BARTENDER AT THE CAMIKARA CHALLENGE

The Winner Devi Singh, Takes Home a Grand Prize of One Million Rupees, Setting a New Standard in Bartending Excellence

New Delhi, April 29, 2025 — The stage was set and the evening was buzzing with anticipation as the grand finale of the highly awaited, India's 1st ever, **Camikara Millionaire Bartender Challenge** took center stage at the Hyatt Regency, Gurugram last Saturday. Judged by an esteemed panel of jury members comprising of **'The Global Rum Ambassador Ian Burrell**, India's most celebrated mixologist **Yangdup Lama**, along with global beverage experts **Vikram Achanta** of Tulleeho and **Richard Hargroves** from the United Kingdom, the competition was fierce with bartenders pushing the boundaries of creativity, flavour profiles, and presentation.



L-R : Vikram Achanta, Ian Burrell, Yangdup Lama, Devi Singh and Richard Hargroves

After a thrilling competition journey through three stages of intense mixology battles, the top 20 finalists selected from the regional rounds brought their A-game, blending skill, creativity, and a fiery passion for crafting unforgettable rum-based cocktails. Each participant was judged on their knowledge, creativity and technique using Camikara Rum to craft innovative cocktails. After the first two rounds, the competition narrowed down to the top 8 finalists, each vying for the prestigious title.

The final round saw the eight shortlisted bartenders presenting their signature creations to a distinguished panel of judges. After intense deliberation and competitive scoring, the judges crowned the **Camikara Millionaire Bartender for 2025 – Devi Singh who won 1 million rupees, the 1st runner up – Dhananjai Subramaniam who won 5 lakh rupees and 2nd Runner Up – Macleigh Fernandes who won 3 lakh rupees**, recognizing their exceptional cocktail craftsmanship, ingenuity, and passion for the art of bartending.

L-



R :

Dhananjai Subramaniam 1st Runner Up, Devi Singh Winner, Macleigh Fernandes 2nd Runner Up

"From almost being out, to standing as the winner — this journey has been nothing short of a dream. When everything seemed lost, belief kept me alive. Hard work, passion, and that one last chance made all the difference. I have always believed if your dreams are strong enough, no obstacle is big enough. A heartfelt thank you to Camikara Rum for giving bartenders like us a stage to shine, grow, and rise higher — both professionally and financially. This is just the beginning. I'm excited for the road ahead, for future collaborations, and to see Indian bartending soar to new heights with Camikara. The dream is alive, and it's only getting bigger!" said **Devi Singh, Winner of the Camikara Millionaire Bartender Challenge**

"I'm thrilled to be part of the Camikara Challenge — it's not just a celebration of great rum; it's a moment in history. To witness and champion India's first-ever Millionaire Challenge is an incredible honour. Camikara is redefining what the world expects from Indian spirits, and I'm excited to be on this journey with them." said **Ian Burrell, The Global Rum Ambassador** at the event.

"It was truly wonderful to witness the participants perform — each one did a fabulous job. Congratulations to Camikara for being the first to successfully launch and host this competition within its inaugural year." said **Yangdup Lama**.

"We've been saying this for a while — it's truly the moment for rum. Competitions like this have the potential to be transformational for the rum category in India, especially in elevating the role of rum-based cocktails at the country's top cocktail bars." said **Vikram Achanta, Tulleeho**

"Well done to all the participants — it's inspiring to see such incredible Indian talent rising and shaping the future of the beverage industry. Kudos to Camikara for pioneering this competition in its very first year." said **Richard Hargroves**.

"We are thrilled to celebrate the best and brightest bartenders in India," said **Shalini Sharma, Head of Marketing at Piccadily Agro Industries Limited**. "This competition highlights the immense talent within India's hospitality industry and allows us to spotlight the versatility of Camikara Rum in the hands of skilled mixologists. This is our way of giving back to the bartenders who bring spirits to life, one extraordinary cocktail at a time. Congratulations to all the finalists, and especially to the *Camikara Millionaire Bartender 2025*."

The journey to the grand finale was as exciting as the event itself. Camikara called upon bartenders from across the country, receiving hundreds of entries from every corner of India. To ensure a true nationwide talent hunt, four regional rounds were held — North, South, East, and West — where the best of the best shook, stirred, and blended their way into the top 20 spots. These finalists were flown into Gurugram for the ultimate face-off, ready to chase not just a dream, but a life-changing opportunity.

At its core, The Camikara Millionaire Bartender Challenge is more than just a competition—it is a heartfelt tribute to the bartending community, recognizing their craft, passion, and dedication. By providing a platform for bartenders to showcase their skills, Camikara aims to elevate and honour the community that plays a pivotal role in shaping India's evolving cocktail culture. With every participant insured for ₹10 lakhs, Camikara stands by its commitment to their well-being, ensuring that their talent and artistry are celebrated with respect and security.

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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 Piccadilly Agro Industries Limited (PAIL)

Piccadilly Agro Industries Limited (PAIL) is a publicly listed company on the BSE Ltd (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.piccadily.com





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