

CIN : L74899DL1993PLC052787

SOM DISTILLERIES & BREWERIES LTD.

Corporate Office : 23, Zone-II, Maharana Pratap Nagar, Bhopal-462 011 (M.P.) Tel. : +91-755-4278827, 4271271 Fax : +91-755-2557470

E-mail : sldtd@bsnl.in , somdistilleries@rediffmail.com, **Web :** www.somindia.in **Work :** Village Rojrachak, Distt. Raisen (M.P.) Ph.: (07480) 266244-5

Date: 05.01.2017

Bombay Stock Exchange Ltd.
Floor 25, P.J. Towers
Dalal Street Mumbai-400001

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex, Bandra(E),
Mumbai-400051

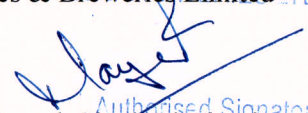
SUB: BUSINESS UPDATES

The company has launched "LEGEND" whisky in the regular segment in the state of Madhya Pradesh and Chhattisgarh in the current year. LEGEND has received good acceptance from customers and has got a Market share of close to 25% in just 5 to 6 months of its Launch.

We request you to kindly take the above in your records.

Thanking You,

Yours faithfully,
For Som Distilleries & Breweries Limited


Mayank Singh Bhadauria
Company Secretary

SOM
GROUP OF COMPANIES