



New Vodka Arrives from SSL

Let the Success Chase You

New Delhi, Feb 9, 2009: The creators and marketers of premium spirits, Simbhaoli Sugars Limited (SSL) today announced the launch of new **vodka brand – Xing** under white spirit category. This premium segment Vodka, claimed to be ultra smooth, is made from the highest quality of neutral spirit from SSL's own sulphur free sugar plant.

As the name itself suggests, **Xing Vodka Brand** under premium category is targeted at the young and ambitious achievers who are confident and successful. It reflects the attitude of being successful; which is also the concept behind the positioning- 'let the success chase you'.

While discussing about the uniqueness of the vodka, Dr G. S. C. Rao, Executive Director of SSL, affirmed that "the smoothness is attributable to being made from exceptional ingredients in accordance with not only the best quality raw material being used but also the superior multi- distillation and production methods. Modern and convenient packing is used, giving lot of clear space for appreciating the product quality. In future, SSL do aim to launch other variants of Xing".

It has been test launched in selected outlets/ town in Uttar Pradesh and has been very well received. The Company is planning to give wide spread and vibrant offers in the coming months especially for the 'Valentines Day' to announce its arrival and making brand communication.



Dr Rao further added, “the appreciation we are receiving from selected customers is encouraging us to widen the distribution to major cities pan India”.

Simbhaoli Sugars Limited (SSL) (BSE SCRIP ID: SIMBHALS, NSE SYMBOL: SIMBHSUGAR), is a 75 year old Indian Company, operates three technologically advanced sugar manufacturing facilities in North India and are capable of manufacturing up to 300,000 metric tons per annum (MTPA) of sugar. In addition; the capacities are capable to toll raw sugar to the extent of 60,000 MTPA. SSL also has three alcohol distilleries alongside its sugar facilities with a combined capacity of 210 kilo liters of alcohol/ ethanol per day (KL/D) is capable of producing and marketing a million cases of quality spirits in Ten Indian States. Simbhaoli and Chilwaria sugar complexes house bagasse based cogeneration facility of 64 mwh, out of which 33 mwh is surplus and sold to the state power grid. Simbhaoli has got accredited ISO systems certifications namely, ISO 9001:2000 for adopting the international quality management system standard to improve customer orientation and overall quality system, ISO 14001:2004 for discharging the responsibility towards environmental issues as a responsible corporate citizen; and HACCP- Hazard Analysis and Critical Control Point, which signifies that the Company ensures highest product quality, so that all its customers get the best quality product made hygienically.

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