



AIL/CS/2023-24/341

December 09, 2024

To,
The Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001

Scrip Code: 506166

Subject: Intimation of Product Launch under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

Pursuant to Regulation 30 read with Schedule III Part A Para B of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that Company has launched a new product.

The details of the said product as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are as follows:

S. No	Particulars	Details
1.	Name of the product	Apis Organic Honey
2.	Date of launch	09 th January, 2024
3.	Category of the product	Honey
4.	Whether caters to domestic/ international market	Domestic Market
5.	Name of the countries in which the product is launched (in case of international)	-

A copy of the Press Release with regard to the Product Launch is enclosed herewith.

These are also being made available on the website of the Company at www.apisindia.com

This is for your information and record.

Thanking you,
Yours faithfully
For APIS India Limited

Vikas Aggarwal
(Company Secretary)
Investors Email id: mail@apisindia.com

Encl: a/a



APIS INDIA LIMITED

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Propelling the Revolution towards Organic, 'APIS INDIA LIMITED unveils its Organic Honey product in a gala ceremony'

New Delhi – January 09, 2024

Apis India Limited (BSE: 506166), a leading FMCG player with three generations of experience and an established reputation for sourcing, producing, and supplying quality products, unveiled its Organic Honey today in a dazzling launch event graced by Bollywood heartthrob Sanya Malhotra. Marking a transformative chapter in its journey, this exquisite offering delivers nature's pure sweetness in a symphony of responsible sourcing and exquisite taste.

"We, at Apis India, have always believed in nurturing nature's bounty," said Mr. Amit Anand, Managing Director, Apis India Limited, addressing the captivated audience. "Today, we take that commitment a step further, presenting our Organic Honey – a promise kept to the bees, the environment, and our consumers seeking healthier, mindful lifestyles."

Sanya Malhotra, a passionate advocate for wellness and a vocal supporter of sustainable practices added, "For me, honey is more than just a treat; it's a taste of sunshine and a reminder of our interconnectedness with nature. Apis India's Organic Honey embodies this perfectly, offering a delicious way to nourish ourselves while caring for the planet."

The event unveiled the stunning Apis India Organic Honey, meticulously sourced from the pristine, organically certified lands nestled in the valleys of Kashmir. This exquisite offering boasts a never-before-seen introductory price of Rs. 240 for a 450g SKU packaged in an attractive glass bottle [that will remain available in selected market and stores for limited period](#). This price is comparable to the available non-organic honey products in the market

This single-origin honey, sourced from the sun-kissed meadows of Kashmir, presents a symphony of delicate floral notes that tantalize the taste buds. Each drop captures the essence of nature's purity and promises a luxurious experience for discerning palates.



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Apis India's Organic Honey promises:

- **Certified Organic:** Rigorously inspected and certified by accredited bodies, ensuring ethical beekeeping practices and sustainable farming.
- **Natural Goodness:** Honey with all its natural goodness and health benefits preserved.
- **Exquisite Taste:** A symphony of delicate floral notes, elevating any culinary experience.
- **Sustainable Promise:** Responsible sourcing and packaging that minimizes environmental impact.

As the event unfolded, guests savoured the exquisite flavor of the Organic Honey, witnessing first-hand the culmination of Apis India's dedication to fitness, hygiene, quality and sustainability. The launch marked a resounding start to a new chapter in the company's history, one steeped in the golden promise of organic honey and a commitment to building a healthier more mindful future.

About Apis India Limited:

Apis India Limited, a leading FMCG player with a robust network of 13 state-of-the-art facilities across India and one global facility in Dubai, UAE, a [gradually growing](#) retail distribution footprint [in India](#) exceeding 200,000 plus [direct and indirect](#) counters, upholds its production ethos that match highest international quality standards.

Renowned for its diverse FMCG product portfolio, its unwavering commitment to quality, and its responsible sourcing practices, Apis India is a trusted brand synonymous with well-being and has products that cater to every Indian kitchen [household](#).

For more information please contact:

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