



**Allied Blenders
and Distillers**

April 28, 2025

To,

BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001 Scrip Code (BSE): 544203	National Stock Exchange of India Limited Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051 Symbol: ABDL
Our Reference No: 06/ 2025-26	Our Reference No: 06 / 2025-26

Sub: Press Release – Launch of Golden Mist French Brandy in Karnataka by Allied Blenders and Distillers Limited (ABDL)

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release issued by Allied Blenders and Distillers Limited (the 'Company') on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

Thanking you,

Yours sincerely,

For Allied Blenders and Distillers Limited

Ritesh Shah
Company Secretary and Compliance Officer
Membership no. ACS 14037

Allied Blenders and Distillers Limited

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Press Release for Immediate Dissemination

Golden Mist by ABD Brings French Cask Sophistication to Indian Brandy Lovers

Karnataka, April 28, 2025: Allied Blenders and Distillers (ABD), India's 3rd largest spirits company by volume, has announced the launch of Golden Mist French Brandy in Karnataka. With this introduction, ABD marks its entry into the fast-growing prestige brandy segment. Golden Mist combines French craftsmanship with Indian expertise to deliver a smooth and rich blend. As part of the ABD portfolio, Golden Mist strengthens the company's non-whisky premium offerings, reinforcing its commitment to diversifying and elevating its overall product range.

The prestige brandy segment in Karnataka is growing at double-digit in its early teens of 13.1%, significantly outpacing the overall brandy category's high single-digit growth. Golden Mist enters the market at a time when consumers are actively seeking authentic, high-quality offerings in the mid-premium range.

Golden Mist is crafted for today's discerning consumers who seek tradition with sophistication and elevated taste experiences. Aged in French oak casks for a crafted feel, the brandy offers a deep amber colour, a smooth and luxurious texture, and a flavour profile that balances grape notes with hints of liquorice, honey, and subtle spice.

The brand also introduces a distinctive packaging innovation with its 180 ml Hippy pack, making it the only brand in its segment to offer this option alongside traditional glass bottles. The Hippy pack, designed in an elegant gold color, recognizes the deep connect with southern culture and enhances Golden Mist's position as a standout offering in the prestige brandy segment.



Speaking about the launch, **Alok Gupta, Managing Director of Allied Blenders and Distillers**, said *"Golden Mist represents everything the evolving Indian consumer is asking for; heritage, authenticity, and a superior taste experience, all delivered at an attractive price. We've drawn from traditional French brandy-making methods while crafting a product that resonates with Indian palates. This launch is in line with the organizational aim of bolstering our presence in the Prestige and Above segment."*

Golden Mist will be available across Karnataka in four different pack sizes. The 750 ml bottle is priced at ₹970, the 375 ml at ₹485, the 180 ml at ₹235 (available in both a glass bottle and the unique Hippy pack), and the 90 ml at ₹120.

About Allied Blenders and Distillers Limited: (www.abdindia.com)

Allied Blenders and Distillers Limited (ABD) is the third largest Spirits company in India, in terms of annual sales volumes between FY14 and FY24. ABD has a presence in five main Flavors, i.e., whisky, brandy, rum, vodka, and gin, with 'millionaire' brands like Officer's Choice Whisky, Officer's Choice Blue Whisky, Sterling Reserve Premium Whiskies and ICONiQ White Whisky. Currently, its manufacturing network comprises 36 units, of which 9 are owned bottling units, 2 owned distilleries, and 25 non-owned manufacturing units.

For more information contact:

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