



**Allied Blenders
and Distillers**

March 25, 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
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Sub: Press Release –Allied Blenders and Distillers Limited (ABDL) dominates INDSPIRIT Awards 2025

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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REGISTERED OFFICE

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Press Release for Immediate Dissemination

Allied Blenders and Distillers dominates INDSPIRIT Awards 2025, named Company of the Year

- **Arthaus Blended Malt Scotch wins 3 top awards with New Product of the Year, Best Blended Scotch, Best Packaging.**
- **Zoya Watermelon wins for Best Premium Flavour Gin.**

Mumbai, March 25, 2025 - Allied Blenders and Distillers Ltd (ABD) has achieved **exceptional recognition** at the prestigious **INDSPIRIT Awards 2025**, securing an unprecedented **five awards** including the coveted **Company of the Year**, reinforcing its position to be elite innovators in the Indian spirits industry.

Further highlighting this remarkable achievement, ABD's premium flagship **Arthaus Blended Malt Scotch Whisky** secured an impressive triple win with **New Product of the Year, Best Blended Scotch** for its masterful liquid complexity, and **Best Packaging** and digital integration for its striking visual and storytelling. To top it ABD's **Zoya Special Batch Premium Gin - Watermelon** was honoured with the **Best Flavoured Gin**, demonstrating the company's exceptional versatility across the product spectrum.

The **INDSPIRIT Awards** stand as the definitive benchmark of excellence in India's competitive spirits landscape, featuring a rigorous evaluation process conducted by a distinguished panel of master blenders, design visionaries, and industry veterans. ABD's commanding performance across multiple categories reflects the extraordinary depth and versatility of its meticulously crafted portfolio.

Speaking about this milestone achievement, **Alok Gupta, Managing Director, ABD, said, "INDSPIRIT's recognition validates our strategic journey towards category leadership through innovation and uncompromising quality. The Company of the Year honour acknowledges not just**

our current success, but our commitment to shaping the future of Indian spirits. Seeing Arthaus and Zoya celebrated as category benchmarks confirms our ability to anticipate evolving tastes while honouring our heritage of exceptional craftsmanship."

Bikram Basu, Managing Director designate for ABD Maestro Pvt Ltd, the new subsidiary company which is a strategic business venture in collaboration with Powerhouse Ranveer Singh said, *"Arthaus and Zoya will both be with our super-premium and luxury portfolio at ABD Maestro. This team set up the brands from scratch and it will be good to move with them to a new set-up for improved focus. We are grateful for the recognition from INDSPIRIT, and these moments support and give confidence to build a great margin forward business."*

These accolades underscore ABD's continued commitment to excellence and innovation. As the company advances its premium portfolio strategy, the recognition at INDSPIRIT 2025 represents a significant milestone in the journey towards establishing top quality and creative products.

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

Allied Blenders and Distillers Limited (ABD) is the 3rd 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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