



**Allied Blenders  
and Distillers**

October 21, 2024

To,

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street Mumbai - 400 001 <b>Scrip Code (BSE): 544203</b>	<b>National Stock Exchange of India Limited</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai - 400 051 <b>Symbol: ABDL</b>
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**Sub: Press Release - Allied Blenders and Distillers Limited adds Premium Vodka to its Luxury Portfolio, Partners with Roust Corporation to Launch Russian Standard Vodka in India**

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 Limited adds Premium Vodka to its Luxury Portfolio, Partners with Roust Corporation to Launch Russian Standard Vodka in India**

*~ Introduces World's No. 1 Russian Vodka to Indian consumers ~*

**Mumbai, October 21, 2024: Allied Blenders and Distillers Limited (ABDL), the 3<sup>rd</sup> largest spirits company in India, and Roust Corporation, one of the largest vodka producers in the world, are proud to announce the launch of Russian Standard Vodka in India.**

The new strategic distribution agreement underscores ABDL's commitment to offering premium and luxury products to Indian consumers. By exploring the global market, ABDL aims to expand its product portfolio and cater to the growing demand for unique and exceptional experiences.



Consistently ranked as one of the fastest-growing spirits brands in the world, it is the number one premium Vodka in Russia boasting 30% market share in premium category and also a number one Russian Vodka globally being exported to over 85 countries. Russian Standard Vodka is made with the finest ingredients in the state-of-the-art distillery in St. Petersburg, Russia. They use glacial water from nearby Lake Ladoga for its purity and winter wheat from the rich soil of the Russian Steppes for its unique taste. The strategic arrangement between ABDL and Roust Corporation leverages the strengths of both companies. ABDL's extensive distribution network and consumer marketing expertise will complement Roust Corporation's globally renowned vodka premium portfolio namely Russian Standard Original, Gold and Platinum.

The overall vodka category in India is more than 13 mn cases in volume and growing at over 20%. Through this strategic partnership, ABDL is positioned to make a strong entry into the premium and luxury vodka segment, which is expected to see strong growth in the coming years. The move aligns with ABDL's long-term strategy to build a robust pan-India presence, capitalizing on the increasing demand for premium vodka and enhancing its market footprint.

In the State of Maharashtra, Russian Standard Original is expected to be priced at ₹ 2,200, Russian Standard Gold at ₹ 2,600 and Russian Standard Platinum at ₹ 5,000.

**Alok Gupta, Managing Director of ABDL** said *“We are raising a glass to a new partnership as we join forces with Russian Standard Vodka, a brand that's synonymous with quality and sophistication. This strategic alliance is aligned with our vision of curating a premium portfolio. By harnessing our extensive distribution network and consumer marketing prowess, we are poised to introduce the unparalleled taste of Russian Standard Vodka to India's discerning consumers. This partnership marks a significant milestone in our journey to offer world-class products that cater to the evolving palates of audiences.”*

**Ivan Alferov, CEO International of ROUST** said *“We are excited to announce our strategic partnership with ABDL, a distinguished pan-India player, to bring our premium and luxury vodka to the vibrant Indian market. This collaboration marks a significant milestone for our company as we expand our presence into one of the world's most dynamic and rapidly growing markets. With our established footprint in 85 countries, we are confident that our high-quality vodka will resonate with Indian consumers, offering them unparalleled experiences. We look forward to a successful journey ahead, driven by shared values and a commitment to excellence.”*

#### **About Allied Blenders and Distillers Limited ([www.abdindia.com](http://www.abdindia.com))**

*Allied Blenders and Distillers Limited (ABDL) is the third largest Spirits company in India, in terms of annual sales volumes between FY14 and FY24. ABDL 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 33 units, of which 9 are owned bottling units, 1 owned distillery, and 23 non-owned manufacturing units.*

#### **About Roust Corporation ([www.roust.com](http://www.roust.com))**

*Roust is one of the largest vodka producers in the world. Roust owns and operates production and distribution facilities across Russia, Italy and Hungary. Its extensive portfolio includes Russian Standard, the world's #1 premium Russian vodka and other flagship brands such as Green Mark, Parliament and Talka, exported to over 85 countries. The portfolio also includes Gancia, the first Italian sparkling wine, as well as a number of world known agency brands. Roust Group's Founder and Chairman of the Board of Directors is Roustam Tariko.*

**For more information contact:**

**Bikram Basu**

**Chief Innovation and Strategy Officer - Allied Blenders and Distillers Limited**

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