



**Allied Blenders
and Distillers**

February 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
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Sub: Press Release – ABD commences its collaboration with Powerhouse Ranveer Singh with a new company, ABD Maestro

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

ABD commences its collaboration with Powerhouse Ranveer Singh with a new company, ABD Maestro

~ Bikram Basu will spearhead ABD Maestro as the Managing Director with Ranveer Singh as Creative and Business Partner~

~ ABD Maestro will house super-premium and luxury brands such as Zoya Special Batch Gin, Arthaus Blended Malt Scotch Whisky, Woodburns Indian Malt Whisky, Russian Standard Vodka and others ~

Mumbai, 28th February 2025: Allied Blenders and Distillers Ltd. (ABD), India's 3rd largest spirits company, embarks on a new chapter in its premiumization journey with the formation of its subsidiary ABD Maestro Pvt. Ltd. (ABD Maestro), a strategic business venture in collaboration with Powerhouse Ranveer Singh, aimed at redefining India's super-premium and luxury spirits markets.

Industry maven, Bikram Basu, who has been the driving force behind launching and building several market leading and defining brands in the country, will be the Managing Director of ABD Maestro. Building on a decade of impactful contributions at ABD, Bikram brings extensive prior leadership experience of over two decades from Pernod Ricard and United Spirits, where he held key marketing and strategy roles.

ABD Maestro's portfolio showcases a distinguished selection of premium spirits. The portfolio will have a mix of owned, licensed and distributed brands; enabling a business construct which can pivot to achieve multi-layered objectives.

Arthaus Blended Malt Scotch Whisky is a curated blend of the best single malts from Highlands and Speyside and contrasts with Woodburns Indian Malt Whisky to work an interesting route to consumers. Zoya Special Batch Gin and the recently acquired Pumori Small Batch Gin will lead

the flavour, and with the global Russian Standard Vodka build the white spirits and cocktail strategy. Segredo Aldeia, Goa's unique café and white rum, will deepen consumer engagement through a refreshed approach.

Alok Gupta, Managing Director, ABD, said "This unique business venture marks a new era, something truly different and iconic. At ABD, we believe in crafting new stories and **ABD Maestro** is a major initiative to lead us to the journey for premiumisation, growth and higher margin business. Ranveer Singh is a Bollywood icon and a powerhouse in himself who embodies a spirit that is bold, vibrant, and is constantly pushing boundaries with his entrepreneurial acumen. With Bikram Basu helming the ABD Maestro business, we are here to set trends."

"The Spirits industry is ripe for disruption, and that's exactly what we are here to do," said **Ranveer Singh, Creative and Business Partner, ABD Maestro**, "With ABD Maestro, we are not just creating premium drinks – we are bottling imagination, adventure, and the essence of contemporary India. Every bottle will narrate a story, every sip an experience. This is about creating a culture of celebration that speaks to the young Indian and also travels globally."

Bikram Basu who will be leading as **Managing Director, ABD Maestro** said, "Maestro will be a consumer first business. Every brand and experience we build will have enthusiasts at the centre. Ranveer as a creative partner is unique, involved, and fun. We have seen this right from ideation. This will be an interesting journey, and I hope to work with some exceptional teams and colleagues to achieve and enjoy success together."

About ABD Maestro Private Limited

ABD Maestro Private Limited is a new super-premium and luxury spirits brand company and a subsidiary of ABD. The brands which ABD Maestro will market will include Arthaus Blended Malt Scotch Whisky, Zoya Special Batch Gin and its flavours, Woodburns Contemporary Indian Malt Whisky, Pumori Small Batch Gin and Pink Gin, Segredo Aldeia Café and White Rums. The company will also distribute the global Russian Standard Vodka in its three price segments in Original, Gold and Platinum.

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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