



**Allied Blenders
and Distillers**

June 17, 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. 28 /2025-26	Our Reference No. 28 /2025-26

Sub: Press Release – Russian Standard Vodka spreads its wings in India with ABD Maestro

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Dear Sir/Ma'am,

Please find enclosed a Press Release issued by ABD Maestro Private Limited, a Subsidiary of the Company on the captioned subject.

The aforesaid disclosure is being made available on the Company's website <https://www.abdindia.com/>.

This is for your information and records.

Thanking you,

Yours sincerely,

For **Allied Blenders and Distillers Limited**

Sumeet Maheshwari
Company Secretary and Compliance Officer
Membership no. A15145

Allied Blenders and Distillers Limited

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REGISTERED OFFICE

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Press Release for Immediate Dissemination

Russian Standard Vodka spreads its wings in India with ABD Maestro

**The new super-premium and luxury subsidiary of Allied Blenders and Distillers
starts expanding its portfolio with leading global brand**

Mumbai, 17th June 2025: ABD Maestro Pvt. Ltd. (ABDM), the super-premium and luxury spirits subsidiary of Allied Blenders and Distillers Limited (ABD), has introduced **Russian Standard Vodka**, Russia's number one premium vodka in the Indian market. The three variants have Russian Standard Platinum as the luxury vodka with Gold and Original as the two super-premium avatars.

This rollout marks the arrival of globally renowned Russian Standard to vodka lovers in India with its unique taste, purity and smoothness. Crafted using glacial water from Lake Ladoga and winter wheat from the Russian Steppes, Russian Standard Vodka is currently available in over 85 countries and celebrated for delivering an authentic Russian vodka experience.



The overall vodka category in India was estimated at 14 million cases in 2024, with annual growth rate in high teens. ABDM's strategic partnership with the Roust Corporation, one of

the world's leading vodka producers, marks the entry of first Vodka into the ABD Maestro portfolio of luxury spirits; further strengthening its presence in India's fast-growing premium spirits' segment.

Bikram Basu, Managing Director, ABD Maestro Pvt. Ltd., said, "At ABD Maestro, we are curating a portfolio that reflects the evolving aspirations of the Indian consumer, which is global, rooted in quality, and high on character. Russian Standard Vodka in Indian markets shows our intent to lead in the premium and luxury spirits. We have seen a gap between rising demand for authentic, high-quality vodka and the limited presence of global leaders. Russian Standard is a brand with a fabulous story of quality and precision."

Russian Standard Vodka will be initially available across all major markets in India, at premium retail outlets, hotels, bars and lounges. Consumers will be able to choose from variants including **Russian Standard Original** (₹2400) for 750ML, **Russian Standard Gold** (₹2650), and **Russian Standard Platinum** (₹5300), available in 700ML (*prices quoted are for Maharashtra*). The brand will be supported by ABD's robust distribution infrastructure configured for both retail and specialist on-trade channels.

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 is marketing currently 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. Through its partnership with Roust Corporation, the company has introduced Russian Standard Vodka to India in three distinct segments: Original, Gold, and Platinum.

About Roust Corporation

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 worlds known agency brands. Roust Group's Founder and Chairman of the Board of Directors is Roustam Tariko.

For more information contact:

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