



**Allied Blenders
and Distillers**

June 6, 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. 19 /2025-26	Our Reference No. 19 /2025-26

Sub: Press Release – ‘ICONiQ White’ Retains Crown of World’s Fastest Growing Millionaire Spirits Brand

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

Dear Sir/Ma’am,

Pursuant to Regulation 30 of the Listing Regulations and further to our letter of even date, please find attached herewith the Press Release titled as **‘ICONiQ White’ Retains Crown of World’s Fastest Growing Millionaire Spirits Brand**.

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**

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

‘ICONiQ White’ Retains Crown of World’s Fastest Growing Millionaire Spirits Brand ~ Creates history by clinching the title for two consecutive years~

Mumbai, 6th June 2025 - Allied Blenders and Distillers Limited (ABD), the largest domestic spirits company by volume in India, is thrilled to announce a historic triumph. ICONiQ White Whisky has once again been crowned the **World’s Fastest-Growing Millionaire Spirits Brand by Drinks International** in its highly acclaimed **Millionaires’ Club 2025** report. The brand this year has officially been ranked amongst the **top 20 whiskies in the world**, an extraordinary milestone achieved within just three years of launch.

In addition to ICONiQ White’s stellar performance, ABD’s flagship legacy brand **Officer’s Choice** continues to hold strong, retaining its position amongst the **Top 10 spirits brands globally** and ranking **5th amongst all whiskies worldwide**. Meanwhile, **Sterling Reserve** has also retained its position amongst the **Top 20 whiskies in the world**, reinforcing ABD’s strength across multiple segments of the spirits category and highlighting the depth of its award-winning portfolio.

Published annually, The Millionaires’ Club is the definitive global report that ranks spirits brands selling over one million liters cases per year, spotlighting the highest-performing and most dynamic names in the international liquor industry. The above rankings are for the calendar year 2024.

Speaking about this milestone achievement, Alok Gupta, Managing Director, ABD, "This is indeed a proud moment to be globally acknowledged by the Millionaires’ Club. ICONiQ White’s achievement as the world’s fastest-growing millionaire spirits brand consecutively for the second year is heartwarming, especially as we see it emerging as an internationally loved brand. The strong global position retained by our legacy brands like Officer’s Choice and Sterling Reserve is a moment of collective pride for ABD. This demonstrates the power of our multi-brand, multi-market strategy coupled with the continuous efforts of our team, positioning us well for the future."

This recognition underscores ABD's continued commitment to crafting innovative and high-quality spirits that resonate with evolving consumer preferences both in India and across global markets.

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

Allied Blenders and Distillers Limited (ABD) is the largest domestic Spirits company in India, in terms of annual sales volumes. 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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