



**Allied Blenders
and Distillers**

November 13, 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: AB DL
Our Reference No. 90/2025-26	Our Reference No. 90/2025-26

Sub: Press Release – ABD Expands India’s FIRST WINTER WHISKY to New Territories.

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 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

Encl:- As above

Allied Blenders and Distillers Limited

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REGISTERED OFFICE

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CIN No: L15511MH2008PLC187368

Press Release: For Immediate Dissemination

Allied Blenders and Distillers Expands India's FIRST WINTER WHISKY to New Territories

~ ICONiQ WINTER International Grain Whisky warms hearts across North India with its expansion to Uttar Pradesh and Haryana~

Mumbai, 13th November 2025: Allied Blenders and Distillers (ABD), India's largest domestic spirits company by volume, proudly announces the expansion of its successful brand ICONiQ with the launch of **ICONiQ WINTER International Grain Whisky in Uttar Pradesh and Haryana**. Building on the strong consumer response in Maharashtra, this launch marks the next chapter in ABD's innovation journey and reinforces its commitment to redefining how India celebrates whisky during the festive winter season.

ICONiQ continues to deliver exceptional growth, doubling both its volumes and market share this year in the prestige whisky category. In Uttar Pradesh, ICONiQ is now the No. 2 brand, having crossed 1 million cases in just the first five months of this financial year. The brand witnessed significant improvement in market share in both the states of Uttar Pradesh and Haryana.

Crafted to complement the northern chill and festive warmth, **ICONiQ WINTER** is India's first whisky designed specifically for the winter months. The blend combines real spices such as cinnamon, clove, nutmeg, pepper, cardamom, and ginger with select Scotch malts and Indian grain spirits. Aged in Bourbon Oak Casks, the whisky delivers a rich, smooth profile with toasted notes and a lingering, cozy finish. It captures the essence of winter through a perfect balance of warmth, comfort, and celebration, appealing to discerning consumers seeking something new yet familiar.



Alok Gupta, Managing Director at ABD, added, *"ICONiQ WINTER reflects our belief in innovation and understanding consumer preferences. Northern India, with its vibrant festive culture and appreciation for fine spirits, provides the ideal setting for this seasonal creation. We aim to keep the whisky experience dynamic and exciting for evolving consumers. With ICONiQ Winter, we bring warmth and craftsmanship together in a bottle that truly celebrates the season."*

ICONiQ WINTER International Grain Whisky is now available across leading outlets in Uttar Pradesh and Haryana. In Uttar Pradesh the brand makes its debut and is priced at ₹620 for 750 ml and ₹160 for 180 ml. In Haryana, it will be available at ₹570 for 750 ml and ₹170 for 180 ml.

With this launch, ABD strengthens its presence across North India and continues to lead innovation in the Indian whisky landscape. ICONiQ WINTER celebrates the warmth of the season and the spirit of togetherness, marking another milestone in ABD's journey of craftsmanship and consumer-first innovation.

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 37 units, of which 9 are owned bottling units, 1 is owned PET bottle manufacturing plant, 2 owned distilleries, and 25 non-owned manufacturing units.

For media inquiries, please contact:

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