



**Allied Blenders
and Distillers**

December 29, 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. 97 /2025-26	Our Reference No. 97/2025-26

Sub: Press Release - ABD Maestro launches AODH IRISH Whiskey, entering one of the fastest growing segments in India.

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

Encl:- As above

Allied Blenders and Distillers Limited

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Press Release for Immediate Dissemination

ABD Maestro launches AODH IRISH Whiskey, entering one of the fastest growing segments in India.

Mumbai, 29th December 2025: ABD Maestro Pvt. Ltd., the super-premium and luxury spirits subsidiary of Allied Blenders & Distillers (ABD), today launched **AODH IRISH Whiskey** in India, making a strong entry into the one of the fastest growing segments in the country. ABD Maestro, co-founded by Superstar Ranveer Singh, who also serves as its creative partner is focused on creating world-class brands for both Indian and global audiences.



Defined by taste. Crafted for stories.

AODH is 'flame' in Irish, symbolising warmth, brotherhood, continuity, and enduring stories. Crafted using a signature triple distillation, the whiskey brings to you a bright gold hue with subtle coppery glints and exceptional clarity. On the nose, it reveals notes of vanilla cream, light honey, and toffee from ex-bourbon cask maturation, leading to a smooth and silky palate with an elegant, lasting finish.



Bikram Basu, Managing Director, ABD Maestro, said “A truly **authentic Irish** expression, **AODH Irish Whiskey** carries centuries of distilling heritage, while resonating with contemporary palates. AODH is a strategic step forward as we shape the super-premium spirit’s portfolio. Irish whiskey has seen strong growth in recent years and **a super-premium, quality product, indexed justifiably higher than the current market players should attract the knowledgeable and discerning**”.

India has quickly emerged as a key growth market for Irish Whiskey, with exports to the country growing by 57% and India now ranking as the world’s fifth-largest market for the category according to the Drinks Ireland ‘Spirits 2024 Annual Report’. This growth signals the trend for Indian consumers towards premium, authentic products and create an alternate global provenance other than Scotch. The addition of AODH Irish Whiskey underscores ABD Maestro’s agile thinking and future-ready portfolio strategy, reinforcing its commitment to bringing world-class, premium spirits.

Launched in Haryana, and to be followed immediately in Maharashtra at a MRP of ₹3,950 (750ml), AODH Irish Whiskey will subsequently expand to Goa, West Bengal, Karnataka, Delhi and key markets of North India.

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 ABD Maestro portfolio include **Arthaus** Blended Malt Scotch Whisky, **Zoya** Special Batch Gin and its flavours, **Rangeela** Contemporary Indian Vodka, **Yello** Designer Whisky, **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.

For more information contact:

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