



Associated Alcohols & Breweries Limited

10th September, 2024

To,
The Department of Corporate Services
BSE Limited
PJ Tower, Dalal Street,
Mumbai – 400 001
Scrip Code: 507526

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, G Block
Bandra Kurla Complex,
Mumbai – 400 051
NSE Symbol: ASALCBR

Sub: Intimation pursuant Regulation 30 of the SEBI (LODR) Regulations, 2015 – Winning a “BRONZE MEDAL” to Premium Gin “NICOBAR”.

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform that the “**BRONZE MEDAL**” has been awarded to **Premium Gin “NICOBAR” at San Francisco World Spirits Competition (SFWSC)**, details are enclosed.

The information above is also available on the company’s website, www.associatedalcohols.com.

Thanking You

Yours Faithfully,
For Associated Alcohols & Breweries Limited

Tushar Bhandari
Whole Time Director
DIN: 03583114

Registered /Corporate Office: 4th Floor, BPK Star Tower, A.B. Road, Indore – 452008 (M.P.) India
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Associated Alcohols & Breweries Limited

“BRONZE MEDAL” to Premium Gin “NICOBAR”

Indore, September 10, 2024: Associated Alcohols & Breweries Limited (“AABL”), (BSE- 507526), (NSE- ASALCBR), the proud creator of the **HANDCRAFTED PREMIUM GIN “NICOBAR”** are thrilled to announce that the **NICOBAR** gin has been awarded the “**BRONZE MEDAL**” in the best contemporary gin at the awards organised by **San Francisco World Spirits Competition (“SFWSC”)**. This monumental win not only sets a new standard of excellence but also firmly places the Company at the forefront of the Gin industry.

The **San Francisco World Spirits Competition (SFWSC)**, founded in 2000, is the largest and most prestigious spirits competition globally, recognized for its rigorous judging process. This year, the competition attracted nearly 5,500 entries, including over 300 Vodkas, 450 Gins, 280 Rums, 450 Tequilas, 500 Bourbons, 260 Scotch Whiskies, 200 Brandies, and 250 other Liquors. Judged by an esteemed panel of industry experts, the SFWSC medals serve as a testament to exceptional quality and craftsmanship. Winning a medal elevates a brand's reputation and ensures recognition among the world's best spirits.

Commenting on the award, **Mr Prasann Kedia, Managing Director of the Company**, stated, " This award is a proud moment for the entire team at AABL. Our gin's success at such a prestigious event is a testament to our relentless focus on quality, innovation, and passion. We are honoured to represent India and bring such a remarkable award home, showcasing to the world that Indian spirits can excel internationally."

This recognition at the SFWSC will significantly enhance the visibility and credibility of **NICOBAR Gin** in the markets. The award validates the company's commitment to producing premium spirits and is expected to open new opportunities for expansion, distribution partnerships, and consumer engagement. With this achievement, AABL is poised to strengthen its position in the premium spirits category, accelerating the growth of **NICOBAR** as a leading brand in the gin industry.

To find the complete list of winners, please visit : <https://thetastingalliance.com/results/2024-san-francisco-world-spirits-competition-results/>



San Francisco World Spirits Competition (“SFWSC”) award “NICOBAR”



ABOUT ASSOCIATED ALCOHOLS & BREWERIES LIMITED

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a state-of-the-art integrated alcoholic beverages manufacturing facility near Indore, Madhya Pradesh. AABL's core focus is on producing Indian Made Foreign Liquor (IMFL), supported by an advanced infrastructure with 32 bottling lines that can produce 12.5 million cases annually. The company also has a manufacturing capacity of 45 million liters of Extra Neutral Alcohol (ENA) and 40 million liters of Ethanol.

The company is involved in the sales of Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), Extra Neutral Alcohol (ENA) and Ethanol. Additionally, AABL operates as an IMFL franchisee for Diageo and Inbrew, further diversifying its portfolio, and is also actively engaged in contract manufacturing for United Spirit Limited (Diageo).

With operations spanning five states—Madhya Pradesh, Kerala, Delhi, West Bengal, and Chhattisgarh—AABL has established itself as a key player in the alcoholic beverages industry, catering to diverse markets and consumer preferences.

Led by an experienced and capable leadership team and guided by an accomplished Board of Directors, AABL is committed to being a socially responsible corporate citizen with a strong emphasis on Corporate Governance and Internal controls. The company is publicly traded and listed on India's Bombay Stock Exchange (BSE: 507526) and the National Stock Exchange (NSE: ASALCBR).

For further information, please contact:

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Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local political or economic developments, and many other factors that could cause our results to differ materially from those contemplated by the relevant forward-looking statements. Associated Alcohols & Breweries Limited (AABL) will not be in any way responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

