



**Allied Blenders
and Distillers**

December 13, 2024

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 (East) Mumbai - 400051 Symbol: ABDL
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Sub: Intimation for launch of new product "ICONiQ WINTER Whisky"

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the SEBI Circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 ('Listing Regulations').

Dear Sir/Madam,

We wish to inform you that the Company has launched a new product, ICONiQ WINTER Whisky.

The details required in terms of Listing Regulations are as below:

Sr. No.	Particulars	Details
a.	Name of the product	ICONiQ WINTER Whisky
b.	Date of launch	December 13, 2024
c.	Category of the product	ICONiQ WINTER International Grain Whisky (Prestige Whisky Segment)
d.	Whether the product caters to domestic and international market	The product caters initially for the domestic market, with plans to launch internationally in due course .
e.	Name of the countries in which the product is launched	India

A press release with respect to the said product launch is annexed

The above is for your information and record.

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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www.abdindia.com CIN No: L15511MH2008PLC187368



REGISTERED OFFICE

394/C, Lamington Chambers,
Lamington Road, Mumbai,
Maharashtra, 400004

Press Release for Immediate Dissemination

ABD Launches ICONiQ Winter Whisky, bringing an international experience to Indian consumers for the first time.

ABD INNOVATES WITH A UNIQUE 'CONCEPT WHISKY' MADE FOR WINTERS. ICONiQ WINTER WHISKY TO ADD WARMTH IN THE FESTIVE SEASON.

Mumbai, 13th December 2024: Allied Blenders and Distillers Limited (ABD), India's third-largest spirits company, introduces a game-changing innovation to the spirits category—aptly named **ICONiQ WINTER International Grain Whisky**. Designed to keep the winter chill at bay, this unique blend promises to deliver warmth, flavour, and pure indulgence like never before.

Given the shift from whisky to rum in cold weather- especially in North, parts of East and Central India, Allied Blenders and Distillers has for the first time introduced a **'Whisky, Made for Winter'**. The blend is curated with select Scotch Malts and Indian Grain Spirits along with spices known for adding body warmth namely Cinnamon, Ginger, Clove, Nutmeg, Pepper and Cardamom. This new offering aims to satisfy consumer desire for real warmth in winter with a drink of their choice.



Bikram Basu, Chief Innovation and Strategy Officer at ABD said, “In the quickly evolving Spirits landscape internationally and in India, we're witnessing an interesting shift in consumer behaviour. They are bold and experimentative in purchase choices and are happy with variety. What excites us about ICONiQ WINTER Whisky is the insight on why a largely whisky drinking nation will shift to rum in winters based on simple perception. By incorporating chai-warmers inspired spices into our carefully crafted blend, we're not just

creating another whisky – we're crafting an experience that could well be a breakthrough product".

Arun Barik, Executive Director at ABD commented, " This product brief was unique. At the ABD Innovation Centre, we're redefining the winter experience with ICONiQ WINTER Whisky, crafted to keep whisky aficionados loyal to their preferred spirit even as the season invites a shift to rum. Our unique balanced fusion of spices not only adds flavour but also inherent benefits. This remarkable blend positions ICONiQ as a compelling winter choice that we believe will attract a segment of consumers eager to explore a bold, innovative twist on whisky."



ICONiQ WINTER International Grain Whisky will be available in Maharashtra at the maximum retail price (MRP) of INR 680 for 750 ML. It will also be available in some markets of North India.

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

Allied Blenders and Distillers Limited (ABD) is the third largest Spirits company in India, in terms of annual sales volumes between FY14 and FY24. 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. In FY24 its manufacturing network comprised of 33 units, of which 9 are owned bottling units, 1 owned distillery, and 23 non-owned manufacturing units.

For more information contact:

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