



# Associated Alcohols & Breweries Limited

CIN: L15520MPL1989PLC049380

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22<sup>nd</sup> November, 2023

To,

The Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza C-1 G Block  
Bandra Kurla Complex  
Mumbai - 400051  
NSE Symbol: ASALCBR

The Department of Corporate Services  
BSE Limited  
PJ Tower Dalal Street  
Mumbai - 400001  
Scrip Code 507526

**Sub: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015 -  
Associated Alcohols launches Central Province - Rum**

Dear Sir / Madam,

Pursuant to regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 22.11.2023 about the unveiling of Central Province Rum.

The aforesaid information is also available on the website of the company [www.associatedalcohols.com](http://www.associatedalcohols.com)

This is for your information and record.

Thanking You

Yours Faithfully,  
For Associated Alcohols & Breweries Limited

**Sumit Jaitely**  
Company Secretary & Compliance Officer



# Associated Alcohols & Breweries Limited

## Launch of Premium “Central Province RUM”

**Indore, November 22, 2023:** Associated Alcohols & Breweries Limited (“AABL), (BSE-507526), (NSE- ASALCBR), a leading name in the alco beverage industry, proudly announces the launch of **Central Province Rum (“CP Rum”)**, a refined addition to its illustrious portfolio and a testament to the company's relentless pursuit of premiumisation. The inaugural release took place in the vibrant state of Madhya Pradesh, marking the beginning of a strategic rollout that will extend to Delhi and Kerala in the upcoming months.

The launch of CP Rum represents a pivotal moment in AABL's rich history and a decisive stride in the company's pursuit of premiumisation. This dedicated journey aims to provide consumers with unparalleled and sophisticated experiences. The strategic timing of the launch, specifically tailored to coincide with winter sales, underscores AABL's keen awareness of consumer preferences, especially given the heightened demand for Rum during the winter season. This thoughtful approach aligns seamlessly with AABL's commitment to introducing exceptional products while strategically meeting market trends.

Crafted with meticulous precision, CP Rum epitomizes the fusion of craftsmanship and quality that defines the AABL brand. This exceptional offering is poised to redefine standards of excellence in the distilled spirits realm and resonate with seasoned connoisseurs and casual drinkers alike.

The launch in Madhya Pradesh, a strategic stronghold for AABL, serves as a prelude to the forthcoming premieres in Delhi and Kerala. AABL is poised to captivate diverse palates, introducing CP Rum to regions known for their discerning tastes and appreciation for fine spirits.

"This launch is more than introducing a new product; it represents a bold step in our journey towards premiumisation. CP Rum embodies the culmination of our dedication to pushing boundaries and redefining expectations," says Mr. Tushar Bhandari, Whole Time Director.

-ENDS-



# PRODUCT IMAGE



## ABOUT ASSOCIATED ALCOHOLS & BREWERIES LIMITED

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a cutting-edge integrated alcoholic beverages manufacturing facility near Indore, Madhya Pradesh. AABL's operations encompass the manufacturing and supply of Extra Neutral Alcohol (ENA), with an impressive installed capacity of 45 million liters per annum at its Barwaha plant in Madhya Pradesh. The facility includes 32 bottling lines, boasting a capacity of 12.5 million cases per annum, and features a Co-generation power plant. The company is also poised to unveil a state-of-the-art ethanol facility in the coming months, with a capacity to produce 40 million liters annually within the current facility in Barwaha.

The company is involved in the sales of Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), and Extra Neutral Alcohol (ENA). 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, listed on the Bombay Stock Exchange (BSE: 507526) and the National Stock Exchange (NSE: ASALCBR) in India.

### 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.

