



**Allied Blenders
and Distillers**

September 05, 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 (E), Mumbai - 400 051 Symbol: ABDL
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Sub: Press Release – Allied Blenders and Distillers partner with Powerhouse Ranveer Singh for a new Business Venture in Luxury Spirits

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release issued by Allied Blenders and Distillers Limited ('the Company') on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

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

(Formerly known as Allied Blenders and Distillers Private Limited)

Ashford Centre, 3rd and 4th floor, Shankarrao Naram Marg, Lower Parel (W), Mumbai – 400013. T.: +91 22 4300 1111 Email : info@abdindia.com
Registered Office: 394/C, Ground Floor, Lamington Chambers, Lamington Road, Mumbai – 400004, India. T.: +91-22 6777 9777. F.: + 91-22 67779725
www.abdindia.com CIN No: L15511MH2008PLC187368



Head Office: Ashford Centre
Shankarrao Naram Path,
Lower Parel- West. Mumbai- 400013

Press Release for Immediate Dissemination

Allied Blenders and Distillers partner with Powerhouse Ranveer Singh for a new Business Venture in Luxury Spirits

Mumbai, 5th September 2024: Ranveer Singh, Bollywood Superstar and Pop Culture Icon, will be an equity partner with the market leading Allied Blenders and Distillers Limited (ABDL), in a new business venture to offer a portfolio of premium brands. ABDL announced their Board approving the formation on 4th September 2024.

‘I am delighted to partner with Allied Blenders and Distillers Limited’s unique initiative. This venture is not just about creating and offering premium and luxury spirits, but equally about realizing the aspirations of the Indian consumer. We’re blending world-class products, sourcing and craftsmanship with the rich, vibrant flavours of India, creating experiences that speak to people” said **Ranveer Singh, Business and Creative Partner.**

Apart from being a powerhouse of talent in the Entertainment realm, Ranveer Singh has also emerged as a dynamic entrepreneur with his foresight, acumen and ability to push the envelope with strategic partnerships and investments. Ranveer is set to reshape the brand’s identity and unlock a new dimension of growth as he steps into this groundbreaking partnership with ABDL, expanding his portfolio.



Bollywood Superstar **Ranveer Singh** and **Kishore R. Chhabria**, Non-Executive Chairman, Allied Blenders and Distilleries Ltd. announce their groundbreaking business venture in Luxury Spirits.

"At ABDL, we have believed in the power of innovation. This new venture, with the major impact personality like Ranveer Singh, represents our commitment to bring together simply the best. With him as our business partner and a creative mentor, we are confident that our luxury products will resonate with consumers," said **Alok Gupta, Managing Director, Allied Blenders and Distillers Limited.**

The creation of this would mark a strategic move for ABDL, allowing the new venture to focus on the exciting world of luxury spirits, while retaining the existing core brands in ABDL itself. This business venture with Ranveer Singh in partnership will ensure quicker decision-making, nimble adaptation to market trends, and specialized marketing expertise for the luxury segments. In doing so, ABDL separates its mass-market products from its luxury offerings, elevating the value of each.

With Indians drinking better and trending to luxury products, this business is set to make a significant impact. The entity will launch its own brands, partner with promising Indian start-ups, work with major international brands, and use the strong ABDL sales and manufacturing networks with clear go-to-market strategies.

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

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

For more information contact:

Bikram Basu

Chief Strategy & Marketing Officer: Allied Blenders and Distillers Limited

Tel.: +91 22 4300 1111 | **Email:** bikrambasu@abdindia.com
