



Associated Alcohols & Breweries Limited

31st August, 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: Appointment of Group Sales Head

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulation'), we wish to inform you that the company has appointed Mr. S.R. Dubey as Group Sales Head for the Associated Kedia Group.

The Requisite details under the SEBI Listing Regulation read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023 have been provided in Annexure A to this letter.

This is for your kind information & record please.

Thanking You

Yours Faithfully,
For Associated Alcohols & Breweries Limited

Sumit Jaitely
Company Secretary & Compliance Officer

Enclosure: Annexure A

Registered /Corporate Office: 4th Floor, BPK Star Tower, A.B. Road, Indore – 452008 (M.P.) India
Contact No. + 91 731 4780400/490 | E-mail: info@aabl.in | CIN: L15520MP1989PLC049380

Plant: Khodigram, Tehsil Barwaha, Distt. Khargone – 451115 (M.P.)





Associated Alcohols & Breweries Limited
Annexure A – Appointment of Group Sales Head

Sr. No.	Particulars	Details
1	Name of Senior Management Personnel	Mr. S.R. Dubey
2	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mr. SR Dubey as Senior Management Personnel to be designated as Group Sales Head
3	Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/re-appointment	31 st August, 2024 Terms: Full-time Employment with the Group in accordance with the HR policy
4	Brief profile (in case of appointment);	<p>Mr. S. R. Dubey has been appointed as the Group Sales Head. With over 30 years of experience in the alcoholic beverage industry, Mr. Dubey is a seasoned professional who has held significant leadership roles at Pernod Ricard India and United Spirits Limited. Throughout his distinguished career, he has honed his expertise in business development, channel sales, and customer satisfaction, making him a driving force in creating and nurturing robust networks of channel partners, including dealers and distributors. His strategic efforts have consistently enhanced product distribution and deepened market penetration.</p> <p>Mr. Dubey's career is marked by his exceptional ability to develop and execute brand, sales, and distribution strategies that meet the unique demands of the alcoholic beverage sector. His leadership style, characterized by a hands-on approach and strategic vision, has enabled him to successfully navigate competitive market dynamics, consistently driving business growth and profitability.</p> <p>The Associated Kedia Group stands to significantly benefit from his appointment, as his deep industry knowledge and proven track record will further strengthen the Group's market position and drive continued success.</p>
5	Disclosure of relationships between directors (in case of appointment of a director)	N.A.

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