

October 11, 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 regarding appointment of Mr. Manoj Rai as Chief Revenue Officer and Senior Managerial Personnel

Ref: Regulation 30 read with Para A (7) of Part A Schedule III and all other applicable regulations, if any, of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time.

Pursuant to Regulation 30 read with Para A(7) of Part A of Schedule III and other applicable provisions of the SEBI Listing Regulations, we hereby inform you that basis recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company at its meeting held today viz. Friday, October 11, 2024, has approved the appointment of Mr. Manoj Rai, as Chief Revenue Officer and designated as Key Managerial Personnel of the Company with effect from October 14, 2024.

The details for aforesaid changes as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/CIR/2023/123 dated July 13, 2023 is enclosed herewith as **Annexure A**.

The Board Meeting commenced at 03:00 p.m (India Time) and concluded at 3:40 p.m. (India Time).

This intimation is also being uploaded on Company’s website and can be accessed at <https://www.abdindia.com/>

Request you to please take the above information on records.

Thanking you,

For Allied Blenders and Distillers Limited

Ritesh Shah
Company Secretary and Compliance Officer

ANNEXURE A

Details with respect to appointment of Chief Revenue Officer and Key Managerial Personnel under Regulation 30(6) read with Para A (7) of Part A of Schedule III of the Listing Regulations and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023:

Sr. No	Details of Events that need to be Provided	Appointment
1	Reason for change viz. appointment, resignation, removal, death or otherwise	Mr. Manoj Rai is appointed as Chief Revenue Officer and designated as Key Managerial Personnel of the Company with effect from October 14, 2024
2	Date of appointment/cessation (as applicable) and term of appointment	Opening of business hours on October 14, 2024
3	Brief Profile (in case of appointment)	Brief profile is enclosed as Annexure B
4	Disclosure of relationships between directors (in case of appointment of a director)	N.A.

ANNEXURE B

Brief Profile of Mr. Manoj Rai:

Mr. Manoj Rai has over 25 years of experience in Sales in diverse sectors ranging from Engineering, Music & Entertainment, FMCG/ Consumer Goods, and Alcobev industry. Manoj has a Post Graduation Diploma in Business Management (PGDM) from Indian Institute of Management (IIM), Lucknow. He completed his Bachelor of Technology (B.Tech) from Indian Institute of Technology, New Delhi in 1997.

Prior to joining Pernod Ricard India Private Limited in 2006, Manoj worked at Marico Industries Limited, Saregama India Limited and Sulzer Thermetec – PBG.

In his 18 years with Pernod Ricard, Mr. Rai has successfully managed the Sales operations across all 4 Zones in India in addition to handling the Nepal region and CSD. He has been instrumental in driving revenue growth, profitability strategies and turning around businesses in key markets. He led the South zone's turnaround, achieving significant volume growth and market leadership, particularly in Telangana and Andhra Pradesh. Drove a strategic vision across operations, revenue, distribution, and stakeholder management while focusing on pricing, cost efficiency, and sales execution. Manoj also has extensive relevant experience in the BIO Business.