



Globus Spirits Limited

(Corporate Identity Number: L74899DL1993PLC052177)

F-0, Ground Floor, The Mira Corporate Suites, Plot No. 1 & 2,
Ishwar Nagar, Mathura Road, New Delhi - 110065. **Tel.:** +011-66424400,
E-mail: corporateoffice@globusgroup.in, **Web:** www.globusspirits.com

Dated : 16th September'2024

The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
BandraKurla Complex,
Bandra (E),
Mumbai – 400 051
Symbol: GLOBUSSPR

The BSE Limited
PhirozeJeejeebhoy Towers
Dalal Street, Fort
Mumbai – 400 001

Scrip Code: 533104

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015 –w.r.t. launch of DOAAB India Craft Spirits Single Malt whisky in India.

Dear Sir / Madam,
Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the disclosure announcing the launch of DOAAB India Craft Spirits Single Malt whisky in India.

You are requested to take a note of the same.

Thanking You
Yours faithfully
for **Globus Spirits Ltd.**

Santosh Kumar Pattanayak
Company Secretary
ACS-18721

DŌAAB

TERAI

SNOSKI

OAKTON

**BROTHERS
& CO**





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Globus Spirits Limited launches its first single malt whisky under the brand DŌAAB India Craft Whisky

New Delhi, India, September 15, 2024 - Globus Spirits Limited proudly announces the launch of DŌAAB India Craft Whisky setting in motion its entry into the luxury segment of the growing whisky market in India.

DŌAAB India Craft Whisky is a contemporary range of limited-edition Indian whiskies, born off a spirit of exploration and experimentation.

DŌAAB or दोआब from "dō" or "two" + "aab" meaning "water" or "river"- in hindi means the land between two rivers, most commonly referring to the alluvial land between the Ganga and Yamuna. The name symbolises the ethos of this brand — the most fertile and rich ideas come from the unexpected influence of two different streams of perspectives.

Dōaab is a journey of curiosity and discovery. Through exploring and experimenting with the unexpected, we hope to keep bringing in new limited-edition expressions of Indian whisky. Dōaab is continuously flowing, learning and evolving with each new variant. Dōaab is a delightful medley of two; of two perspectives, two influences and two generations. It is a range of limited-edition whiskies for an India that is ready to break the mould.

01 Six Blind Men and the Elephant

AN EXPLORATION IN 100% EX BOURBON BARRELS

A single malt whisky greater than the sum of its parts. Limited edition of 500 casks

Dōaab's first limited-edition range is an interpretation of the old Indian fable, The Six Blind Men and the Elephant. A hat-tip to all the people who have come together to create this single malt.

After a long search for the right casks, just 500 casks were finally selected and expertly worked with to create a whisky which is truly greater than the sum of its parts.

With the visual motifs inspired by Rajasthan's mandana art, this is not just a reinterpretation of Indian traditions and stories, but also an exploration of bringing two different perspectives together, to create something rare and unconventional for the proud global Indian.

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Commenting on the launch- Mr. Shekhar Swarup, Joint Managing Director of Globus Spirits Limited shared “Within two years the company has innovated into various segments in the drinks industry of India and we are proud to raise the standards with the launch of DĀAB. As a company we continue to aspire for more and will offer the best offerings cutting across all segments.

Dāab India Craft Whisky, 01 Single Malt Whisky is being launch in a 750 ml bottle with the price range of Rs 4500 - 5500 depending on the state and its applicable pricing structure as per norms. The brand begins its journey with an introduction in Jaipur and this exceptional offering will make its inroads gradually to more states catering to Single Malt Whisky consumers.



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