



Associated Alcohols & Breweries Limited

06th September, 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: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 - Launch of Premium Blended Malt whiskey “HILLFORT”.

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 06th September, 2024, announcing the launch of its **Premium Blended Malt whiskey “HILLFORT”**.

The information above is also available on the company’s website, www.associatedalcohols.com.

Thanking You

Yours Faithfully,
For Associated Alcohols & Breweries Limited

Sumit Jaitely
Company Secretary & Compliance Officer

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

Launch of HILLFORT: Premium Blended Malt whiskey

Indore, September 06, 2024: Associated Alcohols & Breweries Limited ("AABL), (BSE- 507526), (NSE- ASALCBR), a one of the leading name in the alco beverage industry, proudly announces the launch of its **Premium Blended Malt whiskey "HILLFORT"**.

In the past year, we have embarked on an exciting journey to bring a new premium blended malt whiskey to the market. We are proud to introduce **HILLFORT** Whisky, a brand that symbolizes strength, resilience, and heritage, much like the ancient hill forts from which it draws its name. This meticulously crafted blend combines exceptional malts with fine Indian grain whiskies, creating a product honouring tradition and embodying the spirit of innovation and excellence.

HILLFORT Whisky invites consumers to experience a harmonious fusion of flavours steeped in craftsmanship and quality. The bold, premium packaging—featuring a green bottle with elegant gold accents—reflects the care and dedication behind every sip. This launch represents a new product and a celebration of India's rich whisky-making heritage, standing as a testament to our ongoing pursuit of distinction in the world of premium spirits.

Commenting on the launch, **Mr. Prasann Kumar Kedia, Managing Director of the Company**, stated, "The introduction of **HILLFORT** Whisky marks a significant milestone for our company. It reflects our commitment to excellence and our dedication to preserving and enhancing the rich tradition of whisky-making in India. We are thrilled to present a product that embodies strength, resilience, and heritage, and we are confident that Hillfort Whisky will resonate with both connoisseurs and new enthusiasts alike. This launch is a proud moment for us as we continue to push the industry's boundaries of quality and craftsmanship."

HILLFORT Whisky begins its journey with exclusive availability in select outlets in Madhya Pradesh, marking the start of a meticulously planned strategic rollout. The rollout will soon extend to Delhi, Kerala, and Chhattisgarh markets. Currently, Hillfort is offered in 750 ml, 375 ml, and 180 ml SKUs, with launch MRPs of Rs. 1,395, Rs. 700, and Rs. 340, respectively. The ex-distillery price for all SKUs is Rs. 3,150.



HILLFORT: Premium Blended Malt whiskey



ABOUT ASSOCIATED ALCOHOLS & BREWERIES LIMITED

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a state-of-the-art integrated alcoholic beverages manufacturing facility near Indore, Madhya Pradesh. AABL's core focus is on producing Indian Made Foreign Liquor (IMFL), supported by an advanced infrastructure with 32 bottling lines that can produce 12.5 million cases annually. The company also has a manufacturing capacity of 45 million liters of Extra Neutral Alcohol (ENA) and 40 million liters of Ethanol.

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

For further information, please contact:

Ankit Agrawal | Group CFO
Associated Alcohols & Breweries Limited
Email: aagrawal@aabl.in

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.

