



Associated Alcohols & Breweries Ltd.

Corporate Office :
BPK Star Tower, 4th Floor,
Above Shoppers Stop, A.B. Road,
Indore - 452 008, (M.P.) India
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E-mail : gen@aabl.in
CIN No. : L15520WB1989PLC047211

AABL/CS/BSE/2017

09th May, 2017

Online filing at listing.bseindia.com

To,
The General Manager
The BSE Ltd.
P.J.Towers,
Dalal Street Fort
Mumbai 400001

BSE CODE: 507526

Sub.: Corporate Announcement under the Regulation 30 of the SEBI (LODR) Regulations, 2015 for additional business venture and tie up arrangements with United Spirits Limited

Dear Sir,

In terms of the Regulation 30 Schedule III Part A and *Circular No CIR/CFD/CMD/4/2015 dated September 9, 2015* we hereby submit the following disclosure regarding additional business venture and tie up arrangements with United Spirits Limited for your kind consideration:

S.NO.	PARTICULARS	DISCLOSURES
i.	Name of the entity(ies) with whom agreement / JV is signed	United Spirits Limited
ii	Scope of Business operation of agreement	The company has been awarded with the franchise agreement for manufacturing and selling of series of certain popular brands of United Spirits Limited (India's Largest Distiller). The agreement will lead the company in marketing, distillation, blending and bottling of these popular brands namely Bagpiper Deluxe Whisky, Director's Special Whisky, Director's Special Gold Whisky,

Regd. Office : 106-A, Shyam Bazar Street, Kolkata - 700005
Distillery : Khodigram, Tehsil Barwaha, Distt. Khargone - 451 115 (M.P.)
Phone : 222232, 222047, Fax : (07280) 222232



		McDowell's Blue Riband Premium Extra Dry Gin, White Mischief Ultra Pure Vodka, McDowell No. 1 Celebration Matured XXX Rum, McDowell's Diplomat World Class Whisky, McDowell's Green Label Deluxe Grain Whisky, Haywards Fine Whisky, Bagpiper Rum and McDowell's No. 1 Brandy by Associated Alcohols & Breweries Limited for selling & distribution of above stated brands in the state of Madhya Pradesh.
iii	Significant terms and conditions of agreement	The risk & reward would be lying with the company.
iv	Rational and benefit expected.	The new venture will substantially help to contribute to the top line of the company by sales volume and will result in substantial improvement/correction to the bottom line.
v	Related Party Transactions	No

You are requested to please consider and take on record the aforesaid disclosure as required under regulation 30 of the SEBI (LODR) Regulations, 2015 and host on the portal of the BSE for information of the general public and investors of the Company.

Thanking you.

Yours faithfully,

For: ASSOCIATED ALCOHOLS AND BREWERIES LTD.

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TUSHAR BHANDARI
WHOLE TIME DIRECTOR

