



**Allied Blenders
and Distillers**

March 11, 2025

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 (E), Mumbai - 400 051 Symbol: ABDL
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Sub: Press Release – ICONiQ White Whisky becomes India’s youth favorite, surges past 50 lakh cases as a top trending brand

Dear Sir/Ma’am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a Press Release issued by Allied Blenders and Distillers Limited (‘the Company’) on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

Thanking you,

Yours sincerely,

For Allied Blenders and Distillers Limited

Ritesh Shah
Company Secretary and Compliance Officer
Membership no. ACS 14037

Allied Blenders and Distillers Limited

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Press Release for Immediate Dissemination

ICONiQ White Whisky Becomes India's Youth Favorite, Surges Past 50 Lakh Cases as a top Trending Brand

The brand sells 50 lakh or 5 million cases in just 344 days of its second year of national launch

ICONiQ White Whisky's unprecedented growth strengthens ABD's position in Prestige & Above spirits' segment

Mumbai, 11th March, 2025: Allied Blenders and Distillers Limited (ABD), the 3rd largest spirits company in India and, the maker of *ICONiQ White International Grain Whisky*, reports a significant milestone that its flagship brand has surpassed 50 Lakh or 5 million cases in FY24-25 with a good three weeks remaining in financial year, reinforcing its position as one of the fastest-growing whisky brands globally. Since its launch in **September 2023**, ICONiQ White Whisky has gained momentum in the **Prestige & Above segment**, driven by its **contemporary product design and strong consumer demand**.

ICONiQ White Whisky recorded **3.2 Lakh cases in FY22-23** during its initial launch across East and North India. In **FY23-24**, sales surged to **22.7 Lakh cases**, earning recognition as the **fastest-growing spirits brand in the world for 2023**, as per **Drinks International's Millionaire's Club Report 2024**. Continuing its remarkable trajectory, the brand has now **surpassed 50 Lakh or 5 million cases in FY24-25**.



Speaking on ICONiQ White Whisky's milestone, **Alok Gupta, Managing Director, Allied Blenders and Distillers Limited**, said "Crossing 50 lakh cases in just 344 days of FY 25 is a defining moment for ABD, with ICONiQ becoming India's number one trending whisky among young adults for its

sophisticated blend and stylish packaging. We're particularly proud of how the brand is capturing the imagination of coming-of-age consumers entering LDA bracket, while also gaining international recognition across 5 countries with ambitious global expansion plans. This milestone reflects our strategic focus on growing our presence in the high-margin Prestige and above segment while maximizing our integrated manufacturing and distribution strengths both domestically and globally."

Speaking of ICONiQ White Whisky's success, **Bikram Basu, Chief Innovation and Strategy Officer, Allied Blenders and Distillers Limited**, said "I am happy that ICONiQ has done well. All credit to our teams who have driven this effectively and with so much passion. Grateful to get this kind of consumer love across markets with a simple thought and brand construct, and without so far accessing any television, major event, or celebrity endorsement. ICONiQ carries the potential to be a gamechanger."

ICONiQ Whisky's success is further reinforced by its multiple international accolades, highlighting its superior craftsmanship. The whisky secured **Gold Medals at the International Spirits Challenge (ISC) 2024, International Whisky Competition (IWC) 2024, and India Wine & Spirits Awards (IWSA) 2024**. Additionally, it was honored with the **Gold Quality Award at Monde Selection 2024** and the **Superior Taste Award at the International Taste Institute 2024 in Brussels**, reinforcing its standing as a premium whisky of international standards.

About Allied Blenders and Distillers Limited (www.abdindia.com)

Allied Blenders and Distillers Limited (ABD) is the third largest Spirits company in India, in terms of annual sales volumes between FY14 and FY24. ABD has a presence in five main Flavors, i.e., whisky, brandy, rum, vodka, and gin, with 'millionaire' brands like Officer's Choice Whisky, Officer's Choice Blue Whisky, Sterling Reserve Premium Whiskies and ICONiQ White Whisky. Currently, its manufacturing network comprises 36 units, of which 9 are owned bottling units, 2 owned distilleries, and 25 non-owned manufacturing units.

For more information contact:

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