



**Allied Blenders
and Distillers**

November 5, 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 for launch of new product "ARTHAUS Blended Malt Scotch Whisky"

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the SEBI Circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 ('Listing Regulations').

Dear Sir/Madam,

We wish to inform you that the Company has launched a new product, ARTHAUS Blended Malt Scotch Whisky.

The details required in terms of Listing Regulations are as below:

Sr. No.	Particulars	Details
a.	Name of the product	ARTHAUS Blended Malt Scotch Whisky
b.	Date of launch	November 5, 2024
c.	Category of the product	Blended Malt Scotch Whisky (Luxury Segment)
d.	Whether the product caters to domestic and international market	Yes
e.	Name of the countries in which the product is launched	India, with plans for expansion into key markets

A press release with respect to the said product launch is appended as annexure

The above is for your information and record.

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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REGISTERED OFFICE

394/C, Lamington Chambers,
Lamington Road, Mumbai,
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Press Release for Immediate Dissemination

ABD goes Luxury with 'ARTHAUS Blended Malt Scotch Whisky'

ABD makes a major move to build its luxury portfolio with ARTHAUS, a collective of fine Single Malt Whiskies

Mumbai, 5th November 2024: Allied Blenders and Distillers Limited (ABD), the 3rd largest spirits company in India announced its luxury play with the entry of **ARTHAUS Blended Malt Scotch Whisky**. This premium offering is set to debut in Mumbai, with plans for expansion into key markets during the festive season.



Blended Malt Scotch Whisky is rapidly emerging as a distinct category within the whisky market, setting itself apart from traditional Blended Scotches and Single Malts available in India. **A Blended Malt**, as the words suggest, is crafted exclusively from a **selection of different Single Malts**. **ARTHAUS** is a unique collective blend specially curated by our Master Blender featuring premium Single Malt whiskies sourced from the Highlands and Speyside regions of Scotland.

The name **ARTHAUS** draws inspiration from the world of art, particularly reflecting the geometric minimalism of the Bauhaus movement. The brand architecture of **ARTHAUS** encompasses a diverse array of artistic techniques, including drip art, the transition from reality to abstraction, and the textures of palette knives and mixed media. It also embraces advanced multi-dimensional technology to enhance its creative expression. This artistic vision underscores the philosophy that blending exceptional whisky is, in itself, a form of art.

Bikram Basu, Chief Innovation and Strategy Officer, ABD said *“ARTHAUS is an exceptional Blended Malt Scotch. It’s ‘Art Bottled’. This journey of ARTHAUS has been a joyful experience. The discoveries in the art of blending and the World of Art in terms of form, expressions, cultures have been engrossing. This brand will make curious minds experience it, love it, and advocate for it.”*



Alok Gupta, Managing Director, Allied Blenders and Distillers Limited commented, *“ARTHAUS is a significant move from ABD to enter the luxury portfolio. It gives the consumers a product which is curated from a collective of the finest Single Malts. This Blended Malt Scotch is a key addition to our premiumization plan and a higher margin portfolio. With Zoya Special Batch Gin, the recent announcement of Russian Standard Vodka, and now ARTHAUS Blended Malt Scotch we are building our luxury portfolio.”*

ARTHAUS Blended Malt Scotch Whisky is available at an MRP of Rs. 4,800 for a 750 ML bottle. Currently, it is available in Mumbai and Pune, with launches planned for other key markets such as Haryana, Uttar Pradesh, Chandigarh and West Bengal in the near future.

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. In FY24 its manufacturing network comprised of 33 units, of which 9 are owned bottling units, 1 owned distillery, and 23 non-owned manufacturing units.

For more information contact:

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