



**Allied Blenders
and Distillers**

October 17, 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 (E), Mumbai - 400 051 Symbol: ABDL
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Sub: Press Release – Allied Blenders and Distillers Limited boosts its leadership with new Chief Revenue Officer

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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REGISTERED OFFICE

394/C, Lamington Chambers,
Lamington Road, Mumbai,
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Press Release

For Immediate Dissemination

Allied Blenders and Distillers Limited boosts its leadership with new Chief Revenue Officer

Mumbai, 17th October 2024: Allied Blenders and Distillers Limited (ABDL) further augmented its leadership team with the appointment of Mr. Manoj Kumar Rai as the new Chief Revenue Officer (CRO). Manoj will be responsible for company's revenue strategies, focusing on enhancing existing revenue streams and exploring new business opportunities across ABDL's diverse portfolio.

With a career spanning over 27 years of experience across diverse industries, including engineering, music-entertainment, consumer goods, and alcohol. Prior to joining ABDL, Manoj spent nearly 19 years at Pernod Ricard India, where he was instrumental in driving revenue growth and profitability, managing multiple business zones across India, as well as handling international markets like Nepal and Sri Lanka.

Manoj holds a Post-Graduation Diploma in Business Management (PGDM) from the Indian Institute of Management (IIM), Lucknow, and a Bachelor of Technology (B.Tech) from the Indian Institute of Technology, Delhi. His extensive background includes key roles at Marico Industries Limited, Saregama India Limited, and Sulzer Thermetec – PBG, where he enhanced his skills in sales strategy, business development, and team leadership.

Alok Gupta, Managing Director, Allied Blenders and Distillers Limited, welcomed Manoj's appointment stating, *"We are thrilled to welcome Manoj Kumar Rai to our team. His in-depth experience in driving revenue and profitability across competitive markets aligns perfectly with our goal of focusing on profitable growth at ABDL. Manoj's strategic vision and leadership will be invaluable as we continue to innovate and expand our presence in the industry. We look forward to his contributions in providing a further impetus to our business."*

Manoj Kumar Rai, Chief Revenue Officer, Allied Blenders and Distillers Limited expressed, *"I am honored to join Allied Blenders and Distillers Limited, a company renowned for its commitment to quality and innovation in the alcohol industry. I am eager to collaborate with the talented team and explore new avenues for growth and deliver outstanding results. We will work towards strengthening our brand and maximizing our impact in the market."*

In his new role, Manoj will be responsible for developing new revenue models and leveraging his comprehensive industry knowledge to expand the company's revenue streams and forge

strategic alliances. His commitment to building strong partnerships and delivering exceptional value to our customers and stakeholders will be a key to success.

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

Allied Blenders and Distillers Limited (ABDL) is the 3rd largest Spirits company in India, in terms of annual sales volumes between FY14 and FY24. ABDL has a presence in five main flavours, 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 33 units, of which 9 are owned bottling units, 1 owned distillery, and 23 non-owned manufacturing units.

For media inquiries, please contact:

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