



PROMOTER BACKGROUND

Mr. Anand Kumar Kedia and Mr. Prasann Kumar Kedia are Founders and Key Promoters of the group

Mr. Anand Kumar Kedia, Chairman - Business Promotion & Development, is a dynamic entrepreneur with rich three-decade industry experience; spearheads the company's strategic initiatives Mr. Prasann Kumar Kedia, Vice Chairman – Operation & Business Development, possesses 22+ years of experience; leads day-to-day responsibilities and operations











The Company recently entered into a franchise agreement with United Spirits

The Company manufactures and markets the Company's popular brands

This is expected to enhance the Company's topline and bottomline

The Company will be engaged in the marketing, distilling, blending and bottling of the following brands:

- Bagpiper Deluxe Whisky
- Director's Special Whisky
- Director's Special Gold Whisky
- 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 Whiskey
- McDowell's Green Label Deluxe Grain Whiskey
- Bagpiper Rum
- McDowell's No. 1 Brandy





Greenfield expansion to address growing demand (domestic and international)



Production capacity to enhance from 30 MLPA to 42 MLPA



To address all alcohol segments (country liquor to IMFL and bottling of imported liquor)

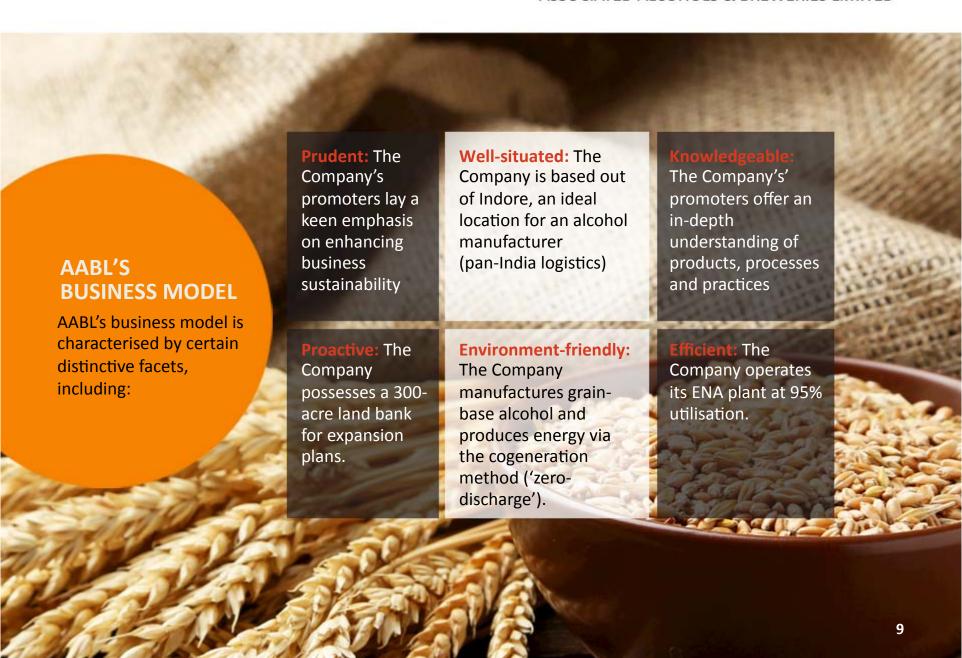


To set up multipressure ENA plant, collector plant, reverse osmosis water treatment plant and 2 MW power plant



Multi-pressure ENA plant shrink manufacturing stages and improve process efficiency









AABL'S FIVE-PRONGED STRATEGY





- With average grain costs increasing from Rs. 13,900 per tonne to Rs. 15,500 per tonne, the Company invested in a multifeedstock facility to deal with fluctuations in production levels.
- Despite demonetisation muting offtake of branded spirits across India, the Company managed to increase its revenues thanks to qualitative consistency.
- Following the implementation of the GST, a cost increase of 2-3% is expected. However, AABL's strong fundamentals, economies-of-scale and efficient backward integration should allow it to cushion the impact of the same.



COMPETITIVE EDGE



Quality: Grain-based process; downstream products of superior quality



Flexibility: Grain-based processes allow AABL to use diverse feed varieties (millet, rice, maize and wheat) ensuring a higher yield (tonne of grain-based raw material generates about 400 litres of alcohol; tonne of molasses generates 200 litres of alcohol).



Cleanliness: AABL's plant can run across the year without discharging effluents.



Multidimensional: AABL utilises the residue derived from manufacturing process as a byproduct that is monetisable and marketable.



Resource-efficient: The grain-based process consumes a lower quantity of water, power and steam on account of its higher recycling potential.

AABL'S COMPETITIVE MOAT

- Grain-based distillery operations strengthen efficiency and enhance quality.
- Proactive investments in R&D, enzymatic functions and cuttingedge machinery allow AABL to stay ahead of the curve.
- AABL's strategic extension from atmospheric distillation to a multipressure extra-neutral alcohol plant in 2013 allowed it to shrink cycle times, reduce energy usage and lessen steam consumption.

- The Company is based out of Indore which allows it to deliver its products across the country, speedily and economically.
- The Company's' longstanding ties with suppliers allows it to access raw material promptly and cost-efficiently.







- From regional to a national player
- From mid-priced to premium player
- From convertor to a brand creator
- From a product insourcing to an insourcing-cumoutsourcing company

- From distilleries at different locations to an integrated setup
- From complete reliance on domestic revenues to thriving export presence
- From backend vendor to a large brand to vendor-cummarket-facing brand
- From resource outsourcing to complete insourcing





STRENGTHS

Impeccable environment compliance record

High extra-neutral alcohol quality

Reputation of being a one-stop-shop

Lasting ties with marquee customers





- Central Province Whisky
- Titanium Triple
 Distilled Vodka
- Bombay Special Whisky
- Lemount Strong Beer
- Superman Fine Whisky

- James Mc Gill Whisky
- Jamaican Magic Rum
- London Bridge Gin
- Red & White Whisky
- Desi Madira Masala
- Desi Madira Plain





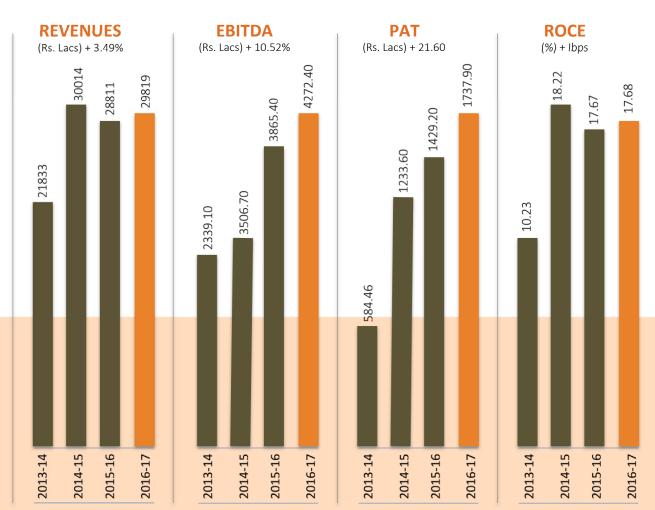
- Smirnoff Vodka
- Black Dog Whisky
- Signature Rare Aged Whisky
- Antiquity Blue Ultra Premium Whisky
- McDowell's No. 1 Whisky
- Royal Challenge Gold Whisky
- Bagpiper Deluxe Whisky

- White Mischief Flavoured Whisky
- Director's Special Gold Whisky
- DSP Black Special Whisky
- McDowell's Green Label
 Whisky
- McDowell's No.1Celebration Matured XXXRum









SEQUENTIAL QUARTERLY RESULT

Unaudited Financial Results for the Quarter and 30th SEPTEMBER, 2017

(Rs. In lacs)

Particulars	Quarter Ended			Half Year Ended	
	30 Sep-17	30 Jun-17	30 Sep-16	30 Sep-17	30 Sep-16
	Unaudited			Unaudited	
Revenue from Operations	6,444.47	8,626.05	6,128.82	15,070.52	14,116.16
Other Income	190.44	35.01	16.48	225.45	47.30
Total Income from Operations (I+II)	6,634.91	8,661.06	6,145.30	15,295.97	14,163.46
Expenses					
(a) Cost of materials consumed	4,073.36	4,283.31	4,302.21	8,356.67	8,392.86
(b) Purchases of stock-in-trade	0.81	63.05	10.32	63.86	38.27
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	(1,071.04)	224.19	(985.42)	(846.85)	(726.05)
(d) Employee benefits expense	556.60	526.75	424.37	1,083.35	901.56
(e) Finance Costs	123.32	80.25	108.46	203.57	234.66
(f) Depreciation and amortisation expense	281.33	274.82	277.26	556.15	546.84
(g) Power & Fuel	713.29	696.34	913.21	1,409.63	1,870.63
(f) Other expenses	1,352.69	1,384.15	783.30	2,736.84	1,718.83

SEQUENTIAL QUARTERLY RESULT

UNAUDITED FINANCIAL RESULTS FORTHE QUARTER & HALF YEAR ENDED 30th SEPTEMBER, 2017

(Rs. In lacs)

Particulars	Quarter Ended			Half Year Ended	
	30 Sep-17	30 Jun-17	30 Sep-16	30 Sep-17	30 Sep-16
	(Reviewed)			(Reviewed)	
Profit /(Loss) before Tax (III-IV)	604.55	1,128.20	311.59	1,732.75	1,185.86
Exceptional Item	_	-	_	-	-
Profit /(Loss) after Exceptional Item before Tax (V-VI)	604.55	1,128.20	311.59	1,732.75	1,185.86
Tax Expenses					
- Current Tax	257.87	416.89	138.11	674.76	459.01
- Income Tax for Earlier Years	28.67	-	-	28.67	-
- Deferred Tax	(43.61)	(26.89)	(25.88)	(70.50)	(25.89)
Profit /(Loss) for the period (VII-VIII)	361.62	738.20	199.36	1,099.82	752.74



CORPORATE INFORMATION

Associated Alcohols & Breweries Limited

CIN L15520WB1989PLC047211

Corporate office

BKP Star Tower, 4th Floor, AB Road Indore – 452008

Registered office

106A Shyam Bazar Street Kolkata – 700005

Plant Location

Khodigram Tehsil Barwaha, Dist Khargone-451115 (60 Kms from Indore)



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