



Associated Alcohols & Breweries Limited

20th May 2025

To,
The Department of Corporate Services
BSE Limited
PJ Tower, Dalal Street,
Mumbai – 400 001
Scrip Code: 507526

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C-1, G Block
Bandra Kurla Complex,
Mumbai – 400 051
NSE Symbol: ASALCBR

Sub: Intimation regarding launch of AABL's premium IMFL product 'Hillfort' in the State of Maharashtra

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Associated Alcohols & Breweries Limited ("the Company") **has launched its premium blended malt whisky 'Hillfort' in the State of Maharashtra**. The product is now available across select retail outlets.

Maharashtra is one of the most significant consumption markets for the Indian Made Foreign Liquor (IMFL) industry, accounting for over **10% of national IMFL demand** and recording annual sales of **~35 million cases**, as per Technopak and industry estimates. The state's premium consumer base, coupled with high per capita liquor consumption in urban centres, makes it a strategic addition to AABL's growing market footprint.

Following the commercial rollout of Hillfort, the Company intends to introduce additional proprietary products including **Nicobar Gin, CP Vodka, and other premium products of the Company**, as part of a phased pan-India expansion strategy.

Commenting on this development, Mr. Prasann Kumar Kedia, Managing Director, stated:

"The launch of Hillfort in Maharashtra marks a significant step in our journey of premiumisation and geographical expansion. We are excited to bring our premium offering to one of India's most evolved liquor markets and look forward to deepening our presence in this important region. This expansion reflects our commitment to delivering differentiated, high-quality spirits that resonate with today's discerning consumers."

Registered /Corporate Office: 4th Floor, BPK Star Tower, A.B. Road, Indore – 452008 (M.P.) India
Contact No. + 91 731 4780400/490 | E-mail: info@aabl.in | CIN: L15520MP1989PLC049380

Plant: Khodigram, Tehsil Barwaha, Distt. Khargone – 451115 (M.P.)

NICOBAR
INDIAN DRY GIN

HILLFORT

TITANIUM
TRIPLE DISTILLED VODKA

CP
CENTRUM PROUDER

**JAMAICAN
MAGIC**

**JAMES
MC GILL**



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In line with past communication, the Company continues to strengthen its national footprint through strategic launches in high-potential states such as Maharashtra. Further, the Company plans to launch its premium products in a few more states shortly, and the same shall be communicated to the exchange upon execution.

We request you to take the above information on record.

Thanking You

Yours Faithfully,

For Associated Alcohols & Breweries Limited

Abhinav Mathur

Company Secretary & Compliance Officer

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