



Associated Alcohols & Breweries Limited

06th December, 2023

To,

The Listing Department
National Stock Exchange of India Limited
Exchange Plaza C-1 G Block
Bandra Kurla Complex
Mumbai - 400051
NSE Symbol: ASALCBR

The Department of Corporate Services
BSE Limited
PJ Tower Dalal Street
Mumbai - 400001
Scrip Code 507526

Sub: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations 2015 - Associated Alcohols launches Handcrafted Premium Gin "NICOBAR": The Spirit of Exploration

Dear Sir / Madam,

Pursuant to regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 06.12.2023 about the unveiling of Handcrafted Premium Gin "NICOBAR": **The Spirit of Exploration.**

The aforesaid information is also available on the website of the company www.associatedalcohols.com

This is for your information and record.

Thanking You

Yours Faithfully,
For Associated Alcohols & Breweries Limited

Sumit Jaitely
Company Secretary & Compliance Officer



Associated Alcohols & Breweries Limited

Launch of Handcrafted Premium Gin “NICOBAR”: The Spirit of Exploration

Indore, December 06, 2023: Associated Alcohols & Breweries Limited (“AABL), (BSE- 507526), (NSE- ASALCBR), a leading name in the alco beverage industry, proudly announces the launch of its **HANDCRAFTED PREMIUM GIN “NICOBAR”**. With its unique flavor, innovative blend, and botanicals, it will set sail to explore - the world, yourself, and beyond.

Nicobar is a masterfully crafted spirit that offers a robust yet delightfully floral profile. Infused with elderflower and hibiscus, it delivers a nuanced flavor experience complemented by the peppery bite of grains of paradise. Setting itself apart, Nicobar is the only Gin in the country that incorporates three distinct juniper varieties. The citrus notes from sweet orange peel and coriander seeds further enhance this gin's complexity, creating a well-rounded flavor profile. Nicobar is a sophisticated spirit, perfect for savoring on its own. We have deliberately chosen to import specialized copper stills for Nicobar's fine crafting and distillation. This careful selection underscores our commitment to producing a gin of exceptional quality tailored to meet the unique characteristics and flavors that defines Nicobar.

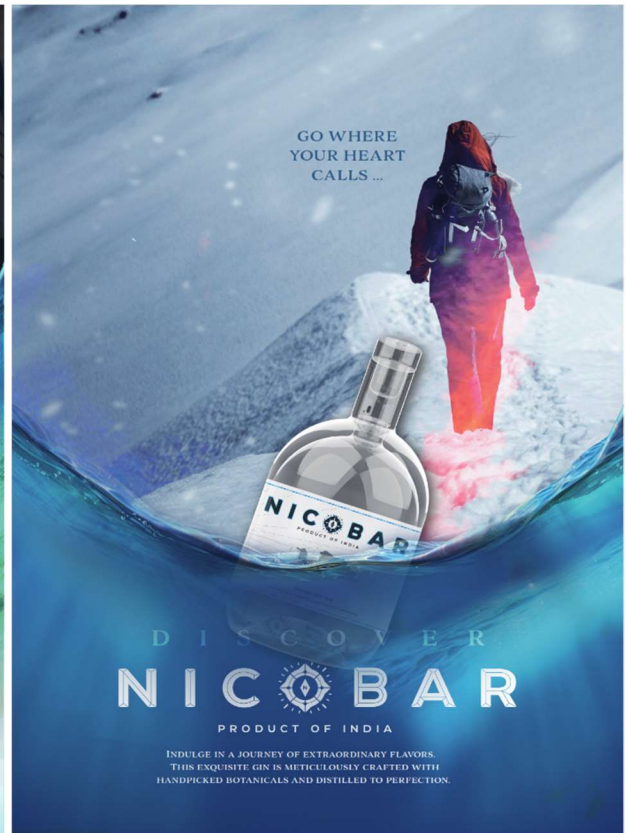
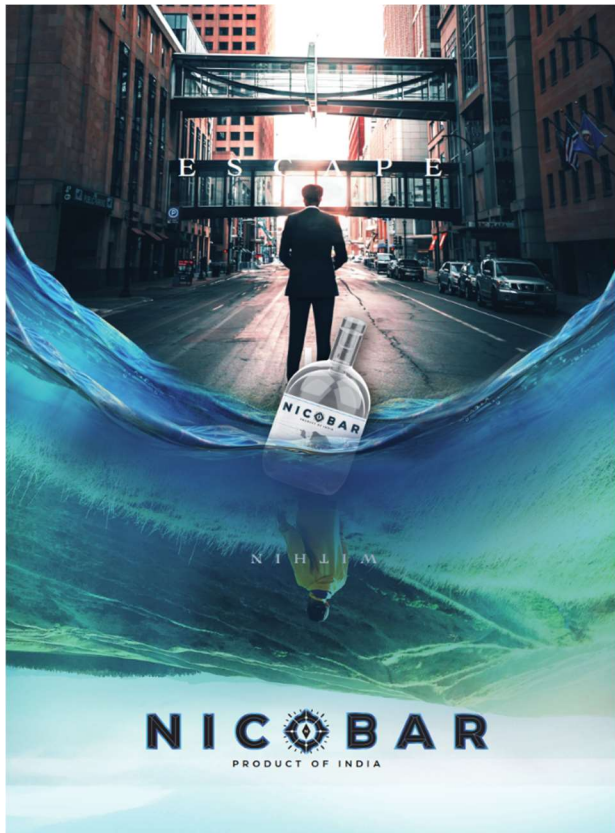
Explore the flavors that define the uncharted territories of taste. Nicobar is an adventure companion crafted with the spirit to explore the unexplored. It's an ode to the brave explorers of the past and an invitation to embark on one's own journey of discovery. With each sip, one set sail to explore - the world, yourself, and beyond. Crafted with native ingredients from the Islands, each sip is a voyage into the heart of the island's legends.

"The launch of our **“Nicobar”: The Spirit of Exploration** represents more than just the introduction of a new segment; it marks a bold stride in our journey towards premiumisation. This strategic move directly responds to the escalating market demand for GIN, showcasing our approach to align with evolving consumer preferences. Venturing into this GIN category allows us to seize opportunities in the expanding market, presenting diverse and innovative spirits tailored to the discerning tastes of consumers." **says Mr. Tushar Bhandari, Whole Time Director.**

Nicobar's journey begins with its exclusive availability in select outlets in Madhya Pradesh. This marks the commencement of a meticulously planned strategic rollout that will soon extend to Delhi's vibrant markets and Kerala's enchanting landscapes in the coming months. Currently, the gin is presented in a 750 ml SKU, available in Madhya Pradesh at an inviting price of Rs. 2,360, inviting enthusiasts to explore Nicobar's exceptional spirit.



"NICOBAR": THE SPIRIT OF EXPLORATION



ABOUT ASSOCIATED ALCOHOLS & BREWERIES LIMITED

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a cutting-edge integrated alcoholic beverages manufacturing facility near Indore, Madhya Pradesh. AABL's operations encompass the manufacturing and supply of Extra Neutral Alcohol (ENA), with an impressive installed capacity of 45 million liters per annum at its Barwaha plant in Madhya Pradesh. The facility includes 32 bottling lines, boasting a capacity of 12.5 million cases per annum, and features a Co-generation power plant. The company is also poised to unveil a state-of-the-art ethanol facility in the coming months, with a capacity to produce 40 million liters annually within the current facility in Barwaha.

The company is involved in the sales of Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), and Extra Neutral Alcohol (ENA). Additionally, AABL operates as an IMFL franchisee for Diageo and Inbrew, further diversifying its portfolio, and is also actively engaged in contract manufacturing for United Spirit Limited (Diageo).

With operations spanning five states—Madhya Pradesh, Kerala, Delhi, West Bengal, and Chhattisgarh—AABL has established itself as a key player in the alcoholic beverages industry, catering to diverse markets and consumer preferences.

Led by an experienced and capable leadership team and guided by an accomplished Board of Directors, AABL is committed to being a socially responsible corporate citizen with a strong emphasis on Corporate Governance and Internal controls. The company is publicly traded, listed on the Bombay Stock Exchange (BSE: 507526) and the National Stock Exchange (NSE: ASALCBR) in India.

For further information, please contact:

Ankit Agrawal | CFO
Associated Alcohols & Breweries Limited
Email: aagrawal@aabl.in

Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local political or economic developments, and many other factors that could cause our results to differ materially from those contemplated by the relevant forward-looking statements. Associated Alcohols & Breweries Limited (AABL) will not be in any way responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

