



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: Press Release pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 - Launch of CENTRAL PROVINCE VODKA – A Spirit of Distinction.

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 20th May 2025, announcing the launch of its **Central Province Vodka (“CP Vodka”)** - A Spirit of Distinction.

The details of the product launch are given below:

Sr. No.	Particulars	Details
a	Name of Product	Central Province Vodka (“CP Vodka”)
b	Date of Launch	20 th May 2025
c	Category of Product	Vodka
d	Whether caters to domestic/ international market;	Domestic
e	Name of the countries in which the product is launched (in case of international).	NA

The above information is also available on the company’s website, www.associatedalcohols.com.

Thanking You

Yours Faithfully,

For Associated Alcohols & Breweries Limited

Abhinav Mathur

Company Secretary & Compliance Officer

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.)





Associated Alcohols & Breweries Limited

Launch of CENTRAL PROVINCE VODKA – A Spirit of Distinction

Indore, May 20, 2025: Associated Alcohols & Breweries Limited (“AABL), (BSE- 507526), (NSE- ASALCBB), a one of the leading name in the alco beverage industry, proudly announces the launch of its **Central Province Vodka (“CP Vodka”) – A Spirit of Distinction**

Expertly triple-distilled and crafted from carefully selected premium grains, **CP Vodka** delivers a refined expression of purity, flavour, and craftsmanship, offering an impeccably smooth taste with a clean, crisp finish. It is available in three vibrant variants—**Ultra (Classic Plain), Luscious Orange,** and **Refreshing Green Apple**—each designed to elevate every sip and awaken the senses.

Presented in sleek, contemporary packaging, **CP Vodka** is positioned in the mid-segment but delivers a distinctly premium experience in both taste and aesthetics. Having debuted in Madhya Pradesh, it is set to expand into Maharashtra and Delhi, marking the start of an ambitious rollout. CP Vodka is currently available in four SKUs: **750 ml at ₹705, 375 ml at ₹354, 180 ml at ₹170, and 90 ml at ₹86.** The **ex-distillery price** across all SKUs is **₹1,194.** Whether sipped neat, served over ice, or mixed into a signature cocktail, **CP Vodka** stands as more than a spirit—it’s a statement of modern indulgence.

Smoothly bold. Elegantly crafted. Unmistakably CP.

*The introduction of CP Vodka strengthens our presence in the fast-growing white spirits segment and represents our commitment to innovation with a premium sensibility. With CP as a focused category platform, we are building a scalable portfolio that speaks to both emerging and mature markets," said **Mr. Prasann Kumar Kedia**, the Managing Director of Associated Alcohols & Breweries Limited.*



Central Province Vodka (CP Vodka): Spirit of Distinction



ABOUT ASSOCIATED ALCOHOLS & BREWERIES LIMITED

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a state-of-the-art integrated alcoholic beverages manufacturing facility near Indore, Madhya Pradesh. AABL's core focus is on producing Indian Made Foreign Liquor (IMFL), supported by an advanced infrastructure with 41 bottling lines that can produce 16 million cases annually. The company also has a manufacturing capacity of 45 MLPA of Extra Neutral Alcohol (ENA) and 40 MLPA of Ethanol.

The company is involved in the sales of Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), Extra Neutral Alcohol (ENA) and Ethanol. 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 Spirits 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 and listed on India's Bombay Stock Exchange (BSE: 507526) and the National Stock Exchange (NSE: ASALCBB).

For further information, please contact:

Ankit Agrawal | Group CFO
Associated Alcohols & Breweries Limited
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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.

