

September 1, 2026

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 (East) Mumbai - 400051 Symbol: ABDL
Our Reference No. 63 /2026-27	

Sub: Press Release - Officer's Choice Blue reinvents with premium packaging, gets sharper with 'Badal Ke Toh Dekho'

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Ma'am,

Please find enclosed a Press Release issued by the Company, on the captioned subject.

This intimation is also being uploaded on the Company's website at www.abdindia.com.

This is for your information and records.

Thanking you.

Yours sincerely,

For Allied Blenders and Distillers Limited

Sumeet Maheshwari
Company Secretary & Compliance Officer
Membership No. ACS - 15145

Encl.: a/a



REGISTERED OFFICE

394/C, Lamington Chambers,
Lamington Road, Mumbai,
Maharashtra, 400004
CIN No.: L15511MH2008PLC187368

Press Release for Immediate Dissemination

Officer's Choice Blue reinvents with premium packaging, gets sharper with 'Badal Ke Toh Dekho'

ABD marks a new chapter for Officer's Choice Blue, one of its most trusted whisky brands.

Rolls out category defining new packaging- starting with Uttar Pradesh and Maharashtra- other markets to follow.

Mumbai, 1st September 2026: Allied Blenders and Distillers Limited (ABD), India's leading spirits company, today unveiled a transformed avatar for one of its most celebrated labels, **Officer's Choice Blue**. Featuring smartly designed premium packaging and a vibrant, refreshed identity, the relaunch is set to redefine the consumer experience in the Premium & Above (P&A) segment.

Officer's Choice Blue has been an anchor for quality benchmarks since inception. Blended with imported Scotch malts and matured to perfection in bourbon barrels, the liquid has long earned the trust of millions. The brand's striking new avatar honours this lineage while stepping boldly to the modern era, reflecting ABD's commitment to elevating consumer experiences with innovation.





The new look is a perfect expression of modern, premium design. It introduces a sleeker, more sophisticated bottle structure complemented by a transparent label with elegant matte gold foiling. Prominently embossed on the pack is the "**Trusted Since 1988**" marker, a proud nod to the brand's rich legacy. Designed by one of the top European firms, the new packaging brings a contemporary look to Officer's Choice Blue.

*Speaking on the relaunch, **Mr. Amar Sinha, Managing Director, ABD**, said, "Officer's Choice Blue has been an integral part of our story for more than three decades. As the modern Indian consumer evolves, we believe their favourite brands should evolve with them. This relaunch is about bringing a renewed sense of pride, energy, and contemporary style to Officer's Choice Blue. The refreshed packaging has been developed to make the brand more contemporary and premium, while staying true to its core promise of quality and consistency. We believe this renewed identity will further strengthen the brand's relevance and support its next phase of growth."*

The rollout will be implemented in a phased manner across major markets, beginning with Uttar Pradesh and Maharashtra followed by West Bengal, Odisha, Meghalaya and Haryana. More markets will be covered subsequently.

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

Allied Blenders and Distillers Limited (ABD) is one of the leading spirits companies in India and the largest exporter in terms of volume with presence in 39 international markets. The company operates across five main categories: whisky, brandy, rum, vodka, and gin. Its portfolio is anchored by "millionaire" brands, including the flagship Officer's Choice, which remains among the largest-selling whiskies globally. This is complemented by Sterling Reserve and the rapidly scaling ICONiQ White, which is currently the world's fastest-growing millionaire whisky brand. As part of its premiumisation journey, ABD has expanded into the super-premium and luxury segments through its subsidiary- ABD Maestro Pvt Ltd. The company maintains a robust manufacturing footprint of 40 units including 9 owned bottling facilities, 2 owned distilleries, 1 owned PET bottle plant and 28 non-owned manufacturing units, supported by a pan-India distribution network that ensures scale and supply chain flexibility.

For more information contact:

Anupama Soni

Head - Public Relations and Communications, Allied Blenders and Distillers Limited

Tel.: +91 22 4300 1111 | Email: anupamasoni@abdindia.com