



Associated Alcohols & Breweries Limited

11th December 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 Company's premium products in the State of Jharkhand

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 product portfolio in the State of Jharkhand. The portfolio includes Nicobar Indian Dry Gin, Titanium Triple Distilled Vodka, and Hillfort and Central Province in the whiskey category. This strategic expansion underscores the Company's continued commitment to delivering exceptional craftsmanship and curated spirits across new markets.

As communicated earlier, the Company remains focused on strengthening its national presence through strategic product introductions in high-potential states such as Jharkhand.

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

"We are pleased to introduce our premium portfolio to the Jharkhand market, a region that presents strong growth potential for the Company. The launch of Nicobar Indian Dry Gin, Titanium Triple Distilled Vodka, and our premium whiskey brands—Hillfort and Central Province—marks another significant step in our strategy to expand our national footprint. We remain committed to offering high-quality, well-crafted spirits that cater to evolving consumer preferences. Jharkhand represents a promising opportunity, and we are confident that our premium offerings will resonate well with discerning customers in the state."

We request you to kindly take the above information on record.

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



Associated Alcohols & Breweries limited

A curated selection of premium
spirits crafted with excellence.
Proudly launching our innovative
portfolio in Jharkhand.



TITANIUM



HILLFORT
PREMIUM BLENDED
MALT WHISKY

NICOBAR