



Associated Alcohols & Breweries Limited

29th October, 2026

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 Arcana Tequila, a premium Blanco tequila crafted in Mexico, in Madhya Pradesh

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 29th October 2026, announcing the launch of Arcana Tequila, a premium Blanco tequila crafted in Mexico, in Madhya Pradesh.

The details of the product launch are given below:

Sr. No.	Particulars	Details
a	Name of Product	<u>Arcana Tequila</u>
b	Date of Launch	29 th October 2026
c	Category of Product	<u>Tequila</u>
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 **MATHUR** Digitally signed by
ABHINAV MATHUR
Date: 2026.10.29
15:34:49 +05'30'
Company Secretary & Compliance Officer

Encl: Press Release

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





*Associated Alcohols & Breweries Limited Introduces **Arcana Tequila**, Expanding Its Premium Spirits Portfolio*



The launch marks the company's entry into the tequila category, bringing authentic Mexican craftsmanship to India's evolving premium drinking culture.

Indore, India: Associated Alcohols & Breweries Limited (AABL), one of India's established alcoholic beverage manufacturers, announces the launch of Arcana Tequila, **a premium Blanco tequila crafted in Mexico**. With this launch, the company expands its premium spirits portfolio and enters a category gaining momentum among Indian consumers seeking new flavours, international spirits, and elevated drinking experiences.

Presented in a distinctive bottle featuring a sleek black-and-gold design, Arcana Tequila combines the character of Mexican agave spirits with a contemporary luxury aesthetic. The brand is built around the ideals of discovery, authenticity, and craftsmanship, reflected in its positioning, "The Spirit of Discovery."

Priced at Rs.7,500 per bottle*, Arcana Tequila has initially been launched in Madhya Pradesh, with plans to expand into Karnataka, Maharashtra, Haryana, Goa, Delhi, and other states over the coming months. The launch marks another significant step in the company's strategy to strengthen its presence in the Prestige & Above (P&A) segment and respond to evolving consumer preferences in India. Industry reports have highlighted the category's recent momentum in India. According to data from the International Wine and Spirits Record (IWSR), reported by The Times of India in April 2026, agave-based spirits recorded a 31% year-on-year increase in volume and a 40% rise in value during 2024–25.

*Madhya Pradesh Only

Founder's Perspective: A New Chapter in India's Spirits Journey

Commenting on the launch,
Prasann Kedia, (Founder & Managing Director)
Associated Alcohols & Breweries Limited



"India's drinking culture is evolving, with consumers increasingly curious about new categories, global flavours, and more distinctive experiences. Tequila is gaining relevance in this landscape, driven by its versatility in cocktail culture and growing appeal across premium occasions. With Arcana, our vision is to introduce a tequila that celebrates its Mexican roots while connecting with the aspirations of today's Indian consumers. This launch represents an important milestone in strengthening our premium spirits portfolio, expanding into emerging categories, and building brands anchored in quality, character, and a compelling identity. We believe Arcana has the potential to create meaningful opportunities for the company as the category continues to develop in India."

About the company

Established in 1989, Associated Alcohols & Breweries Limited (NSE: ASALCBR; BSE: 507526) is an integrated alcoholic beverage manufacturer with a state-of-the-art manufacturing facility near Indore, Madhya Pradesh. The company's operations span across Extra Neutral Alcohol (ENA), Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), and ethanol. Driven by a commitment to excellence and a deep understanding of evolving consumer preferences, AABL continues to diversify its portfolio, strengthen its presence across spirits categories, and deliver quality products that resonate with changing consumer tastes.

For further information, please contact:
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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.