



Associated Alcohols & Breweries Limited

30th July 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

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Regulatory action by FSSAI

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with Schedule III thereto, we hereby inform you that the Company has received a communication dated **29 July 2026** from the **Food Safety and Standards Authority of India (FSSAI)**, Regional Office, Mumbai, prohibiting the sale of one of Whiskey and Rum brand manufactured by the Company.

According to the communication received from FSSAI, the regulatory action has been taken on the ground that the declaration of “artificial flavour” on the label is not in conformity of the **Food Safety and Standards Act, 2006** and the rules and regulations framed thereunder.

As advised by the legal counsel that the declaration on the labels in our products under question are in line of long standing practices across the industry and in accordance of the provisions of the law as applicable and the action of FSSAI in the matter is unjustified and accordingly we are approaching Hon’ble High Court for immediate intervention in the matter.

Further such actions recently have been initiated by the FSSAI on pan India level and the matter has also been taken up by the Confederation of Indian Alcoholic Beverage Companies(CIABC) and International Spirits & Wines Association of India(ISWAI) with the FSSAI Authorities inter alia stating that this practice is long standing industry practice and established IMFL nomenclature and is in conformity with the use of permitted flavoring substances declared in the ingredient statement is in the accordance with the Food Safety And Standards(Labelling and Display) Regulations 2020.

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.)





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The Company is in the process of assessing the operational and financial impact of the said regulatory action and the Company shall keep the Stock Exchanges informed of any further material developments in accordance with the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Company remains committed to maintaining the highest standards of quality, product safety and regulatory compliance.

This disclosure is being made to ensure timely dissemination of material information to the shareholders and the investing public.

Information required as per Listing regulations is attached as Annexure A

Kindly take the above information on record.

Your Faithfully,

Associated Alcohols and Breweries Ltd

Abhinav Mathur

Company Secretary & Compliance Officer

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Annexure A

1	Name of the authority;	Food Safety and Standards Authority of India(FSSAI)
2	Nature and details of the action(s) taken ⁷²⁰ ***] or order(s) passed;	Prohibition on sale of “article in question” in respect of one of Whiskey and Rum brand .
3	Date of receipt of direction or order, including any ad-interim or interim orders, or any other communication from the authority;	Notice received on 29-07-2026 after office hours.
4	Details of the violation(s)/contravention(s) committed or alleged to be committed	The action has been taken by the FSSAI under the allegation that the declaration of “artificial flavour” on the label is not in conformity of the Food Safety and Standards Act, 2006 and the rules and regulations framed thereunder.
5	Impact on financial, operation or other activities of the listed entity, quantifiable in monetary terms to the extent possible	As advised by the legal counsel that the declaration on the labels in our products under question are in line of long standing practices across the industry and in accordance of the provisions of the law as applicable and the action of FSSAI in the matter is unjustified and accordingly we are approaching Hon’ble High Court for immediate intervention in the matter. Further such actions recently have been initiated by the FSSAI on pan India level and the matter has also been taken up by the Confederation of Indian Alcoholic Beverage Companies(CIABC) and International Spirits & Wines

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		Association of India (ISWAI) with the FSSAI Authorities inter alia stating that this practice is long standing industry practice and established IMFL nomenclature and is in conformity with the use of permitted flavoring substances declared in the ingredient statement is in the accordance with the Food Safety And Standards (Labelling and Display) Regulations 2020. The Company is in the process of assessing the operational and financial impact of the said regulatory action and the Company shall keep the Stock Exchanges informed of any further material developments in accordance with the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
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NICOBAR
INDIAN DRY CIN

HILLFORT

TITANIUM
TRIPLE DISTILLED VODKA

Cp
CENTRO-PRODUCER

**JAMAICAN
MAGIC**

**JAMES
MC GILL**