November 4, 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. 92 /2026-27	

Sub: Press Release - ABD Records Highest Ever Monthly Sales in Festive Season

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 Company's website and can be accessed at https://www.abdindia.com/.

The above is for your information and record.

Thanking you,
Yours sincerely,
For **Allied Blenders and Distillers Limited**

Sumeet Maheshwari
Digitally signed by Sumeet Maheshwari
Date: 2026.11.04 10:53:10 +05'30'

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

ABD Records Highest Ever Monthly Sales in Festive Season

Highest ever monthly sales volumes reported in two consecutive months, with over 3.5 million cases in September 2026 and over 3.6 million cases in October 2026

Officer's Choice Brandy and Sumo Whisky achieve millionaire brand status, bringing ABD's tally to 6 millionaire brands

Mumbai, 4th November, 2026: Allied Blenders and Distillers Limited (ABD), one of the leading spirits companies in India, today announced that the strong volume momentum seen through H1FY27 has continued in October 2026.

Demonstrating sustained market demand and execution excellence, the Company recorded its highest-ever monthly sales on four occasions within seven months in current financial year, including consecutive record-breaking months in September and October 2026. Monthly sales volume exceeded 3.5 million cases in September and rose further to over 3.6 million cases in October, driving combined volumes for the two months beyond the 7 million cases mark.

The performance reflects consistent demand across the portfolio, with festive season-led demand providing additional momentum in both months. It builds on the strength of flagship millionaires brands – **Officer's Choice franchise** and **ICONiQ White**, continued premiumisation and wider market reach. The growth was broad-based, with contributions from across regions and defence market. Additionally, international markets played important role in maintaining this momentum.

Underpinning this growth is the enduring strength of the company's core brands, highlighted by **Officer's Choice Brandy** joining the prestigious millionaire brands club. Driven by strong consumer response, the brand has achieved near double-digit market share in the key southern states within the Mass Premium category.

Sumo Whisky, the Company's latest brand in the Mass Premium and Others segment, also joined the millionaire brands club in October 2026. Led by strong consumer demand across key southern markets, the brand further strengthens ABD's whisky portfolio.

With this milestone, ABD now boasts six millionaire brands in its portfolio, further reinforcing its market presence and product depth across key categories.

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

Allied Blenders and Distillers Limited (ABD) is one of India's leading spirits companies and the country's largest spirits exporter by volume, with a presence in 42 international markets. The Company operates across 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 has been the world's fastest-growing millionaire whisky brand for 3 consecutive calendar years – CY2023, CY2024 and CY2025. 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 41 units including 10 owned bottling facilities, 2 owned ENA and 1 malt distilleries, 1 owned PET bottle plant and 27 non-owned manufacturing units (including 1 in Malaysia), supported by a pan-India distribution network that ensures scale and supply chain flexibility.

For more information contact:
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