

September 11, 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. 66/2026-27	

Sub: Intimation of Product Launch under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

Dear Madam/Sir,

Pursuant to Regulation 30 read with Schedule III, Part A, Para B of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has launched a new product, viz. "The Indian Edit".

The details of the said Product as required in terms of SEBI Listing Regulations read with SEBI Master Circular No. HO/49/14/14 (7) 2025-CFD-POD2/1/3762/2026 dated January 30, 2026 are as follows:

Sr. No	Particulars	Details
1.	Name of the product	The Indian Edit
2.	Date of launch	September 11, 2026
3.	Category of the product	Premium Whisky
4.	Whether caters to domestic/ international market;	The current launch is focused on catering to the domestic market only. The Company may explore opportunities to expand into select international markets at an appropriate time.
5.	Name of the countries in which the product is launched (in case of international).	To be considered at a future date

A copy of the Press Release pertaining to the launch of "**The Indian Edit**" is enclosed herewith.

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
Company Secretary & Compliance Officer
Membership No. ACS - 15145
Encl.: a/a



REGISTERED OFFICE
364/C, Lamington Chambers,
Lamington Road, Mumbai,
Maharashtra, 400004
CIN: L15511MH2008PLC187368
Press Release for Immediate Dissemination

ABD Launches 'The Indian Edit', a Premium Whisky Celebrating Modern Indian Identity

~The Indian Edit curates one of the finest whisky blends and creates a standalone benchmark in the world of premium spirits~

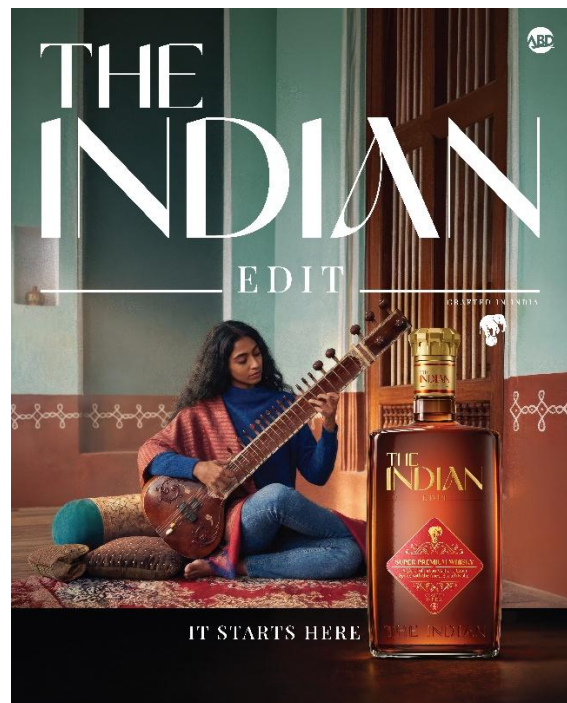
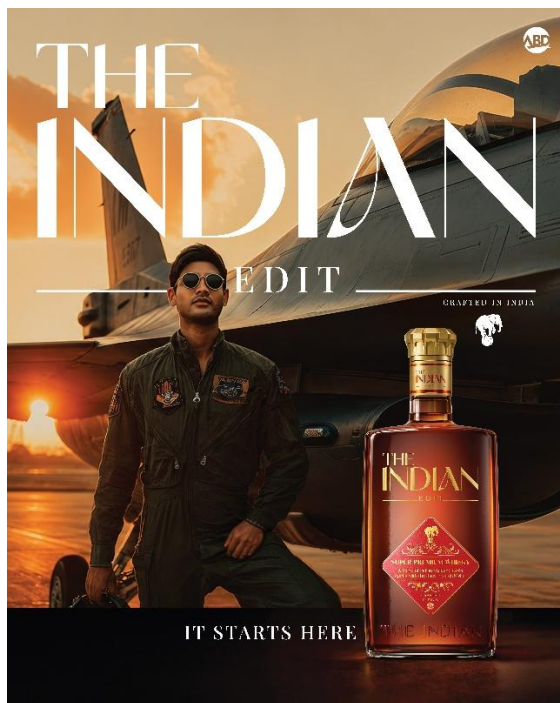
Mumbai, 11th September 2026: Allied Blenders and Distillers Limited (ABD), one of India's leading spirits companies, today announced the launch of its new premium whisky, '**The Indian Edit**'.

The brand is built on the understanding that modern Indian success is increasingly defined by our ability and confidence to shape traditions and evolving culture into a distinct personal statement. Positioned for the contemporary and global Indian consumer, '**The Indian Edit**' presents an Indian as a source of pride, refined into a premium whisky experience.





The Indian Edit is a blend of Indian malt and grain spirits with fine Scotch malts. The notes of vanilla, caramel and gentle oak are curated with malts which add warmth, richness and a long finish. The Indian Edit builds its packaging from everyday Indian. The bottles have many regional languages embossed on it, the idea inspired from our Indian currency notes. The label is clean and features a vintage motif, reminiscent of classic Indian traveling circuses. And the cap is designed to evoke a Maharaja crown. Together, these details reinforce the brand's expression of being proudly and unmistakably Indian.



Speaking on the launch, **Mr. Amar Sinha, Managing Director, ABD**, says *"India's spirits industry is at an inflection point, and premium whisky sits right at the centre of it. Consumers today are moving beyond scale and price, seeking quality, distinctiveness and a more evolved drinking experience and this shift is only accelerating. The Indian Edit is a strong articulation of where we see this category going, reflecting our belief and reinforcing ABD's ambition to lead rather than simply participate in India's premiumisation journey as it begins to unfold. We look forward to being an integral part of this next phase of growth."*

Commenting on the launch, **Bikram Basu, Group Chief Marketing and Innovation Officer, ABD**, said, *"The Indian Edit Premium Whisky captures the beauty of India today. Increasingly modern in outlook, globally competitive, and evolving on traditions and values which are core to us as people and our ancient civilisation. It celebrates a person rooted as 'The Indian' and*



confident in shaping a contemporary, global view. It comes at the heart of where the spirits business lies in terms of value and volume today, and we are confident with our abilities to make this a standout success.”

The launch comes amid sustained growth momentum in India’s premium whisky segment, where consumers are increasingly seeking brands that combine quality, distinctiveness and a more evolved drinking experience. The Indian Edit will be available in 750 ml, 500 ml and 180 ml formats across key markets, including Maharashtra, Delhi, Haryana, Uttar Pradesh, Punjab, Chandigarh, Rajasthan, Goa, Daman and Telangana, West Bengal with quick expansion planned in other markets. In Maharashtra, the 750 ml pack is priced at ₹1,550. Consumer prices may vary across states depending on state excise regulations and incidence of taxes.

Website: <https://indianwhisky.com/>

Instagram: [The Indian Edit Whisky](#)

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. The company maintains a robust manufacturing footprint of 41 units including 9 owned bottling facilities, 2 owned distilleries, 1 owned PET bottle plant and 29 non-owned manufacturing units (including 1 in Malaysia), supported by a pan-India distribution network that ensures scale and supply chain flexibility.

As part of its premiumisation journey, ABD has expanded into the super-premium and luxury segments through its subsidiary- ABD Maestro Pvt Ltd. which in a short span of time has built a distinguished and awarded contemporary portfolio comprising Arthaus Blended Malt Scotch, Aodh Irish Whiskey, Woodburns Indian Whisky, YELLO Designer Whisky, Rangeela Vodka, Pumori Small Batch Gin, and Zoya Special Batch Gin. The company also manages the domestic import and distribution partnership for Russian Standard Vodka in India.

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