Associated Alcohols & Breweries Limited

17th November 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: Transcript of Earning/ Investor Conference Call held on 13th November 2026 on Earnings Presentation for the second quarter ended 30th September 2026 for the Financial Year 2026-27.

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find attached herewith transcript of Earning/ Investor Conference call held on 13th November 2026 on Earnings Presentation for the second quarter ended 30th September 2026 for the Financial Year 2026-27. A copy of the said transcript along with audio recording is also available on the website of the company www.associatedalcohols.com

This is for your information and record.

Thanking You

Yours Faithfully,
For Associated Alcohols & Breweries Limited

ABHINAV MATHUR
Digitally signed by ABHINAV MATHUR
Date: 2026.11.17 11:14:05 +05'30'

Abhinav Mathur
Company Secretary & Compliance Officer

“Associated Alcohols & Breweries Limited

Q2 & H1 FY27 Earnings Conference Call”

November 13, 2026

MANAGEMENT: **MR. ANSHUMAN KEDIA – WHOLE-TIME DIRECTOR AND CHIEF EXECUTIVE OFFICER – ASSOCIATED ALCOHOLS & BREWERIES LIMITED**
MR. TUSHAR BHANDARI – WHOLE-TIME DIRECTOR – ASSOCIATED ALCOHOLS & BREWERIES LIMITED
MR. DILIP KUMAR INANI – CHIEF FINANCIAL OFFICER – ASSOCIATED ALCOHOLS & BREWERIES LIMITED

MODERATOR: **MS. RIDDHI SHAH – GO INDIA ADVISORS**

Moderator: Ladies and gentlemen, good day, and welcome to the Associated Alcohols & Breweries Limited Q2 and H1 FY27 Earnings Conference Call hosted by Go India Advisors. As a reminder, all participant lines should be in the listen-only mode and there will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during this conference call, please signal an operator by pressing star then zero on your touch-tone phone. Please note that this conference is being recorded.

I now hand the conference over to Ms. Riddhi Shah from Go India Advisors. Thank you, and over to you, ma'am.

Riddhi Shah: Thank you. Good afternoon, everyone. It's my pleasure to welcome you on behalf of Associated Alcohols & Breweries Limited. Thank you for joining us today for Q2 and H1 FY27 earnings call. We have with us Mr. Anshuman Kedia, Whole-Time Director and CEO; Mr. Tushar Bhandari, Whole-Time Director; and Mr. Dilip Kumar Inani, Chief Financial Officer.

Please note that today's discussion may include certain forward-looking statements, and therefore, they must be viewed in conjunction with the risk that the company faces. I would now like to hand it over to the management for opening remarks. Thank you, and over to you, sir.

Anshuman Kedia: Thank you, and good afternoon, everyone. Thank you for joining us on the Associated Alcohols & Breweries Limited Q2 and H1 FY27 earnings conference call. Before we begin, I would like to briefly touch upon a new change in the way we have presented our business in the investor presentation this quarter.

We have organized our operations into 2 segments, alcohol and ethanol, which we believe will provide a clearer view of the company and how each segment is performing. We are pleased to share that we have launched Arcana, our own premium Blanco tequila crafted in Mexico.

Arcana is currently available in Madhya Pradesh at a price of INR7,500 per bottle. We plan to expand its availability to Karnataka, Maharashtra, Haryana, Goa, Delhi and other states over the coming months.

With Arcana we are strengthening our presence in the Prestige & Above segment while expanding IMFL Proprietary portfolio into the agave spirits category. This also gives us an opportunity to participate in a category that is gaining traction in the Indian market. In the ready-to-drink category, we launched Kultur, our hard seltzer in Madhya Pradesh in June with registration underway in 4 states.

We are leveraging our existing retail and HoReCa network to expand its reach. With this, we aim to gradually build our presence in the RTD category and tap into its growing consumer demand. Our focus is on strengthening our position in existing markets while expanding into new geographies.

We continue to gain market share in Chhattisgarh, Delhi and are preparing for strategic entry into Karnataka and Andhra Pradesh by the end of FY27, two of the larger consumption markets

in the country. Let me now move to IMFL Proprietary, which continues to be an important growth driver for our alcohol business.

Volumes grew by 28% year-on-year in Q2 and 34% in H1. The Central Province series has been performing well with volumes growing 56% during the quarter on a year-on-year basis. Margins were lower during the quarter, reflecting the impact of higher input costs, particularly grain and glass and PET bottles.

Alongside IMFL Proprietary, our other alcohol businesses also contributed to the overall performance of the segment. Our IMIL brand have established presence in Madhya Pradesh with volumes of 0.90 million cases in Q2, broadly in line with the last year.

IMFL Licensing had a softer quarter as the inbrew arrangement has moved from licensing to contract manufacturing, as we had mentioned earlier. The ENA segment has been utilized for captive consumption as well as for sale to third party.

For Q2 FY27, our ENA volume grew by 36% to 7.4 million liters. I would also like to update you on our malt plant, which is a key investment for the company. The 6,000 liters per day plant was commissioned in September 2025, and we are procuring French and American cask.

Simultaneously, we had also started the maturation process in November 2025. After the maturation is done, the malt will be used internally for the captive consumption for Hillfort and our other whiskey brands, including the single malt whiskey that is slated to be launched going forward.

We expect utilization to begin from Q3 FY28. Until then, we will continue to build up inventory as the malt goes through the maturation process. We are simultaneously expanding our product portfolio as well as strengthening our presence in newer geographies.

We continue to gain market share in Chhattisgarh and Delhi and are preparing for strategic entry into 2 of the larger consumption markets. Turning to our ethanol segment, which continues to face challenging environment. Market supply has been higher than the demand, putting pressure on realizations.

With larger portion of volumes being sold to private players, grain prices have also remained elevated. Volumes in H1 grew by 10% year-on-year, while the plant operated at around 95% capacity utilization in H1. For Q4 of ESY 2025-'26, we received an additional allocation of 87.4 lakh liters from OMCs.

I will now hand over the call to our CFO, Mr. Dilip Inani for detailed review of the financial performance for the quarter.

Dilip Inani: Thank you, Anshuman-ji. Let me start with the consolidated performance for the quarter. Net revenue from operations for Q2 FY27 stood at INR2,716 million, registering a growth of 7%

year-on-year basis. EBITDA for the quarter was INR177 million with a margin of 7%. Profit after tax stood at INR80 million, translating into EBIT margin of 3%.

Starting with the Alcobev segment, revenue for Q2 FY27 stood at INR1,953 million, up 14% year-on-year. This was led by the performance of our IMFL Proprietary business. Segment EBITDA was INR168 million with a margin of 9%.

Coming to IMFL Proprietary, revenue for Q2 FY27 was INR577 million, up 39% year-on-year basis. It contributes around 30% of Alcobev revenue. The EBITDA margin for the business stood at 10%. Grain prices, glass bottles and other raw materials continued to weigh on cost. Our long-term aim for IMFL margin remains in the range of 15% to 17%.

Moving to IMFL Licensing. Revenue for the quarter stood at INR163 million, impacted due to the change in arrangement with inbrew that Anshuman-ji already mentioned. IMIL revenue stood at INR578 million, up 3%. ENA revenue was INR448 million, registering a growth of 21%.

In the ethanol segment, Q2 FY27 revenue stood at INR763 million with an EBITDA margin of 1%. Our focus remains on improving operational efficiencies through backward integrations. As part of this, malt maturation adds around INR3 crores per month to our inventory.

This is planned and deliberated investment by the company, and we are managing our working capital accordingly. To sum up, our focus remains on growing the Alcobev business, strengthening our product mix and gradually realizing the benefit of our malt plant. While margins are lower this quarter due to continued cost pressures, we remain focused on managing the costs and improving overall profitability as we move forward.

With that, I conclude my remarks, and we are happy to take your questions now. Thank you.

Moderator: Thank you. We will now begin with the question-and-answer session. We have the first question from the line of Rajas Shah from BTH Capital.

Rajas Shah: Congrats on a strong set of proprietary alcohol growth. So I had 2 questions primarily. First one is, can you help us understand the growth in other operating expenses? And the second one is, based on the last 6 weeks, what does the next Q3 and Q4 outlook look like for raw material as well as power and fuel and other expenses based on your experience in this quarter so far?

Tushar Bhandari: As we have informed earlier, we further see a strong growth in our IMFL Proprietary brand. But we might see a pressure due to substantial increase in the raw material and coal prices. So we might see a pressure on that front. But on the sale of the proprietary brand, we are on track and we expect a growth of around 30% to 35% on that front.

Dilip Inani: Our other expenses is more, of these bottling charges of INR5 crores includes because the contract manufacturing was doubled and rest is INR3 crores around selling expenses is included for increasing the sales and some of expenses were incurred in engineering item consumption

for the turbine overhauling and some overhauling of equipment to increase the efficiency. Around INR13 crores expenses was increasing from H1 last year to H1 this year.

Rajas Shah: Understood, sir. So what will be the outlook for these key cost headers based on your experience for the past 6 weeks?

Tushar Bhandari: For past 6 weeks?

Rajas Shah: Yes.

Tushar Bhandari: I didn't get it. Can you please repeat the question?

Rajas Shah: Yes, yes. So based on the past 6 weeks of this quarter, what is your cost outlook for key raw materials as well as power and fuel and other expenses headers?

Tushar Bhandari: So basically right now the maize has touched the price of around INR30,000 a ton. We expect that, as the allocation of the ethanol will come in, and this time ethanol allocation, 36-40% has been allocated towards the rice. And once that allocation will start coming in, we will see the ease in prices.

So right now it's stabilized at INR30,000 per ton, which is substantially high as compared to last year and last month as well. But once the supply of rice will start, FCR rice will start coming in then we might see an ease in the price. And then again in the month of January, the new crop will come. It's a matter of, say, maximum a month's time, we might see an ease in pricing.

Moderator: We have the next question from the line of Piyush Jain from Nivriti Wealth.

Piyush Jain: Sir, I want to know, our IMIL volume growth is increasing, let's say, in Q2, 28% volume growth, and IMFL volume growth of 34% in H1. But still our contribution margin, this segment is dropping because this is the, I believe, a product which is in higher margin category, which we believe you are projecting that it will improve the margin going forward as compared to IMIL. So why the margin is quite significantly dropping here?

Dilip Inani: Basically, what happens, right now, our major volume is coming from the popular category. That's why it is more or less connected with the grain prices. If the grain prices increase, then our margin will decrease. Yes, of course, the margin will increase if our premium product is increased, which we are focusing.

And as we have already mentioned that tequila has launched and our malt maturation is undergoing. And from coming months we will start realizing the malt plant benefits that will increase our margin. But right now, it is more often linked with our commodity prices.

Tushar Bhandari: See, basically the margins have reduced because of the increase in the grain price, one. Second, there has been increase in the packaging material price substantially, being the PET bottles or the glass bottles. So that is why the margins have reduced. And as soon as the number of the premium sales increases then definitely the margins will improve substantially.

Piyush Jain: But, I have 2 contradictory questions here. First, earlier also we were not having that Prestige & Above segment, largely, and the popular segment only catering. But still we were doing 13%, 14% margin. But now this quarter the margin has hit rock bottom. I don't know whether it's the bottom or there will be further pressure going forward. Because this quarter we have done around 6% or 7% margin something?

Tushar Bhandari: No. So we have done, if you're talking about the margin on a proprietary brand, so the proprietary brand EBITDA margin is around 10% to 11%, which you are right, which was earlier at around 13% to 14%. Primarily, the margin is down because of the raw material prices increase and increase in the packaging material. 7% EBITDA margin you are talking about is about the entire division. Whereas if you see the distillery division, the EBITDA margin is around 9%.

Piyush Jain: So any guidance or outlook when we will recover the margin? Because you answered last question also, but I didn't get the clarity because I still understand Q3 also the margin pressure is continuing. So what could be the guidance and outlook where we will be able to achieve some margin?

Because we are launching new products, new category, but we are not able to sustain or hold the margin or maybe we are not able to pass on the pricing increase of input cost. So how we see we can revert back to around 10%, 11%, 12% margin?

Tushar Bhandari: See, there are couple of things attached to it. One is that, as we are launching new brands, okay, establishing a brand would take a time. It's a 2 to 3 years journey which would take, and especially in the premium brand category, it will take a longer time. So we are trying to develop the premium brand portfolio and launch it.

The major portfolio consists of the popular brand category wherein the margins are already thin. The margin would start improving on 3 criteria. One is that the increase in the premium brand portfolio. Second, the reduction in the raw material price. Third, if we take a price hike. So in certain states, wherever we can, we will try and take in price hike, but mostly price hike will come from the April month onwards. Fourth is also that certain amount of money is going in marketing and advertising these premium brands.

So just for an example, to market and brand and advertise the premium brands such as tequila, a company requires at least INR3 crores to INR4 crores budget because it's on a premium category. We price it in the price range of Don Julio and Patron, which are the top brands of the world.

So to get it to that perception level, the branding and advertising cost initially would be higher. So once this exercise will be done, once all the 4 things are taken care of, we will definitely see a margin increase.

Second is that raw material prices would not have gone up or the war, because of the war, the packaging material prices would not have gone up, then the margins would be still at the range what was there earlier.

Piyush Jain: Yes. So what I'm trying to say, I understood your point related to marketing for new brand and packaging costs or something. The main point here is on the gross margin side also, we are losing quite a significant share. If I see, our gross margin is somewhere around 40%, 45%, somewhere gross margin has reduced to 36%.

So the whole point is, on gross margin front, will we be able to come back on 45%, 46% or something in a near term? And can you give some bifurcation on the Prestige & Above category segment? What is our total percentage of sales that comes from Prestige & Above segment?

Dilip Inani: See, as Tushar-ji already said, raw material prices is already elevated and still it is elevating and it is increasing. It is very significant. It is all time high. So in near terms, we do not feel that it will achieve 45%. And if the prices will check and will come on the Q1 or Q2 prices, then it may achieve 45% based on the proprietary, IMFL Proprietary brands will increase, but with the current condition, it will not achieve 45% in near terms.

Tushar Bhandari: And second thing, on your question on, Prestige & Above category of the current portfolio, the total contribution is still very less, around about 4% to 5%.

Moderator: We have the next question from the line of Dhruv Shah from Ambika Fincap.

Dhruv Shah: Dilip-ji, can you just come again on the why there is such a big increase on the other expenses quarter-on-quarter?

Dilip Inani: Quarter-on-quarter increase is because of mainly, the first thing is our contract manufacturing is increased by around 50%, 60%. So INR2.5 crores expenses increase for contract manufacturing and rest is selling expenses is increased. That is the reason to increase the expenses in other. And as you know that whenever we increase, we will increase our sales of IMFL brand, then it is attached to our selling expenses, which is also increased.

Dhruv Shah: So in this quarter we have launched both tequila and Kultur, and that's the reason why there's an increase in sale expenses. That's what I understand?

Tushar Bhandari: Kultur was launched in this quarter. However, tequila is launched last month.

Dhruv Shah: Okay. And Tushar-ji, brandy?

Tushar Bhandari: So brandy is still underway. So there are some issues in import of the brandy. So that's still underway.

Dhruv Shah: Tusharji, I understand that our raw material prices have gone up, but is there any direction? Because we can't model, sorry to say, but we can't model our numbers because only IMFL is growing and this quarter we have seen a single-digit margin in IMFL Proprietary as well. So is there any direction you can give for the second half, for the next year, so that we can at least project? Because, it's very difficult to model our business right now. And any direction on the ethanol, when the losses will stop?

Tushar Bhandari: Definitely. So see, the thing is that in this industry, the thing what has happened is that because of the ethanol the prices of raw material has increased substantially, which is very unnatural, which we've not seen happening in last 30 years of the business, okay? So this is one of the conditions which has happened in this quarter, and which is still continuing and the prices are on an elevated front. It's at all-time high. So we are seeing a pressure from that.

But on the guidance front, see, initially, since last couple of con calls, we've been giving our guidance of increase in the growth of IMFL Proprietary brand in the range of 30% to 35%. So that we are achieving and we are on track with that. But definitely, I agree your concern, and that's our biggest concern also, on the margin contribution from the IMFL Proprietary brand and the other portfolios.

So we expect the margins to increase, say, from April onwards, because as the raw material prices will increase, we will also definitely take a price hike in across the states. And next year onwards, so in the Q3 of next year onwards, our malt maturation will also be under process. So that would also come and would add to the margin. And second, we expect our premium products also to get listed in most of the states, and we would see a growth in that segment also.

So a combination of the entire thing would obviously bring back, the margin of IMFL EBITDA margin, which is there at 10% right now, back to around early teens or around 13% to 14%. It has to be combination of all because this kind of price rise nobody had expected also, and it happened suddenly within a very short period of time.

Dhruv Shah: Right, right. And so on our Supreme Court case, because I heard that you guys have gone to Supreme Court on the IMIL. Where does that stand?

Tushar Bhandari: So that is the case in regards to the CCI. The CCI inquiry had come across Madhya Pradesh to all the distillers which are there, around 5, 7 years back. We already had a High Court order in our favor, but that has gone against us.

So we have gone on in Supreme Court, and even government has gone to the Supreme Court, and government is defending it strongly because liquor is a state subject and it's a government prerogative altogether, and government has done as per exactly excise rules and policies and everything. So we do not fear any adverse coming out of that.

Dhruv Shah: And on the FSSAI side? Is that clear now?

Tushar Bhandari: FSSAI, we still hold a stay. So FSSAI, we are still holding a stay from the Madhya Pradesh High Court. However, we are the only company in the country which holds a stay against the FSSAI order in the country.

But apart from that, apart from the court case which is going on, we will see what stand the industry takes and what guidance FSSAI has set. We have told FSSAI that we will be happy to follow the guidance which will be given by them.

However, this should be directed to the State Excise because our everything is governed by the State Excise, from label approval to brand approval to brand formulation. Everything has been approved by the State Excise.

And if they give a direction to the State Excise Commissioner and we get a direction from them, we will be happy to follow that. But there has not been any monetary loss to the company in regards to this case.

Dhruv Shah: Correct, correct.

Tushar Bhandari: So, we were the only company in the country who had a continuous operation.

Moderator: We have the next question from the line of Karan Kamdar from Choice Institutional Equity Research.

Karan Kamdar: So, from the new brand that we've launched, Kultur RTD as well as the tequila, what sort of addition to IMFL Proprietary business are we expecting in terms of revenue?

Tushar Bhandari: So in terms of revenue, if we talk about the Kultur and tequila, we expect it to contribute in next year around about INR10 crores to the top line. And if the demand increases substantially, then it can go further.

Karan Kamdar: Okay. Sir, my second question is on the ethanol pricing that has been announced, and there's some talk about reduction in subsidy for maize-based ethanol. Can you give us some more clarity on how that will work and what is happening for the new supplier?

Tushar Bhandari: So basically, now the new tender which has come from the OMCs for the coming year, in that they have reduced the price for supply of ethanol from maize from INR71.8 to INR68. That reduction they have done. And plus, they have given a quota of 36% to 40% of FCI rice. So we would be going ahead with a combination of both FCI rice and from maize as well, because we see a great challenge in procuring of raw material at the right price.

If we get an FCI rice higher quantity allocation, that will be good because we will get the rice at a predefined and a reasonable price from the government, and that supply would be assured. So here more important is assured supply of raw material.

Karan Kamdar: Yes. I'm talking about what kind of S&D expenses are you expecting over next 1 year? And is this headwind run rate expected to continue for the FY28 year as well?

Tushar Bhandari: So basically, we expect around, say, 5% of the top line from that segment, from that segment, to go into brand building and development in the coming years, because these premium brands require higher allocation towards the branding, advertising, bar takeovers and basically more on playing on the visibility front.

Moderator: We have the next question from the line of Jay Trivedi from InCred.

Jay Trivedi: Hello, sir, am I audible?

Moderator: Yes, you're audible.

Jay Trivedi: Sir, I've heard your answers for the questions asked previously. So what I'm understanding is the IMFL Proprietary margin profile under normal scenario is around 14% to 15%, which for the current quarter is approximately 10%. So the deviation from the normal case scenario is worth about INR3 crores extra. Can you help me bifurcate?

I have understood that the pressure is coming because of high raw material prices, also some other expenses on the marketing front. But can you help me understand the bifurcation of this INR3 crores excess apart from the normal scenario where we have overspent or where the margins have hit us?

Tushar Bhandari: So, we have spent around INR2 crores to INR2.5 crores on branding and advertising, and there is in this quarter around INR2 crores to INR2.5 crores which has been impacted because of the raw material price hike.

Jay Trivedi: Okay. So what was the branding and marketing expense last year same quarter and what was it now? Just one single line item if you can share?

Tushar Bhandari: So last year, the same quarter, branding and marketing expenses, I can get you the exact figure, but should not be much, should be around INR50 lakh to INR60 lakh.

Jay Trivedi: Okay. So ballpark INR50 lakhs to INR60 lakhs, for which current quarter we have spent around INR2.5 crores or INR3 crores?

Tushar Bhandari: Yes.

Jay Trivedi: Okay. And from last year to this year, cost prices of input raw materials, like glasses and ethanol, what is the percentage change if you can share me?

Tushar Bhandari: So percentage share, I would just broadly say that the raw material price, if we talk about, had from last quarter to this quarter have risen by around INR2,000 to INR2,500 per ton. The PET bottle price has increased from INR101 last quarter per kg to INR145 per kg. And the glass bottle price, there has been an increase of around about 20-30%.

Dilip Inani: 30%.

Tushar Bhandari: 30%.

Jay Trivedi: Okay. Fair enough. And sir, when I look at the competition's number in terms of gross margin, am I missing something or is there a one-off in terms of procurement where we have done a large procurement where margins have hit us? Because fairly for the rest of the players, they seem to be in the similar band where they have been reporting numbers. Can you help me understand this?

Tushar Bhandari: I didn't get your question.

Jay Trivedi: Sir, vis-a-vis our competition, our gross margin seems to have been impacted for the current quarter. Am I missing something? Can you help me understand that?

Tushar Bhandari: No, we have already explained what was there early in the entire thing.

Dilip Inani: Actually, the reason is we are mainly into the popular category, and the peers which you are talking, I think you are talking about Allied Blenders and other things. They are in a prestige and premium category.

They are growing very high speed in this prestige and premium categories. So we are also growing, but still their volume is not that much significant. That is why our volume and this contribution is linked right now with the commodity price.

Whenever we grow premium and prestige, our gross margin will improve. And as you said, that when our malt plant will give us this realization, then the margin will significantly improve in next year.

Jay Trivedi: Definitely, definitely. As the commodity prices soften, we will see those benefits. Definitely, sir.

Dilip Inani: Yes.

Jay Trivedi: Definitely. And sir, my last question is, on the marketing front, where have we exactly spent? Is it digital or is it running some schemes with the distributors? What are we exactly doing? Can you help me understand that?

Tushar Bhandari: So primarily it's digital and schemes and HoReCa chains. Because see, these premium brands require penetration in HoReCa chain. And in HoReCa, you will have to give offers. And second, also the spend has increased in entering into Maharashtra market, because Maharashtra is the main premium market. In that, to enter any particular shop, you have to give heavy discounts for the first-time entry of the shop.

So that first-time entry of the shop, because in Maharashtra there is a shops association is there, so you have to give certain free cases, and those free cases inclusive of the duties and taxes. So that is the major cost, major 3 areas of cost which have got incurred.

Moderator: We have the next question from the line of Shivakshi Bharadwaj, an Individual Investor.

Shivakshi Bharadwaj: First of all, congratulations. It was nice to see tequila finally getting launched. And my questions are particularly about the tequila business itself. Sir, can you help me understand how are we trying to navigate the healthy competition that we are going to see in this business from our competitors, especially in terms of, are we going to see some kind of impact on the prices?

And any competition that we are expecting in the current geographies that we are present in? And how we are trying to navigate it in terms of where we go next? What are going to be the favorable geographies for us where we'll be able to get a good market share?

Tushar Bhandari: So basically, tequila is a very niche market right now. It does not even contribute 1% to the total IMFL industry, and out of which also the tequila price range which we've entered into is further niche in the tequila itself. So that constitutes of 25,000 to 30,000 cases per annum.

However, the same is growing at a 35% to 40% per annum rate. And the major dominance of the consumption is in the metros and high B-towns. Like if you talk about MP, it will be only Indore, Bhopal. Then, we are in process of registering it in Delhi, Bombay Karnataka, UP, Chhattisgarh and Goa, and 1 or 2 more states.

The second question is that how do we navigate that? Because obviously it's a premium brand and it is being pitched against the already popular brands, and the price category is almost the similar. So how do we pitch against that?

So, the pitching against that would be primarily to showcasing it, the premium look and feel, and spending on doing multiple events at various locations. So we intend to do 1 or 2 events every month. For example, one in Bombay, one in Bangalore and one in Delhi. These 3 major cities, we intend to do one major event every month. So that major event would be a combination of few influencers, top influencers, and few top-known people in that industry.

And through the PR platform, because it requires, it's like a celebrity brand basically. So to have the perspective of the customer that it is of that value, we will have to do a huge PR also around the same thing. So that's the strategy going forward.

Shivakshi Bharadwaj: Yes, that makes sense. Just to follow-up, considering we have launched the business in between the festive season, are we expecting this to be a favorable time? And now what are the expectations considering New Year is coming up?

Tushar Bhandari: Our objective to launch just before Diwali was that only so that we will be able to capture the entire season, that is festival season of Diwali, then New Year, then further entering into the wedding season in December, January, and then further starting from April. However, being in the industry where the registrations takes time, our products has not got registered in the major cities.

So right now we are only registered in Madhya Pradesh. And in Madhya Pradesh, in the first month of launch itself, we have seen a sale of around 40 cases, so which is a substantial amount. This is also one of the most expensive launch of the company. Against today, our average IMFL realization is around INR800 a case. However, this tequila we are selling at INR32,000 to INR35,000 a case.

Shivakshi Bharadwaj: Just 2 quick ones from my side. First one is, have we registered somewhere? Like, have we applied for registration in some other geographies? If you can provide some color on that. And second one is on the success indicator.

Like, what kind of indicator are we tracking that will help us understand that the A&P budget that we have allocated to this particular business has been successful and we can now minimize it because now our brand has built some kind of loyalty?

Tushar Bhandari: So basically, the states which I just spoke about, we've already started the registration process and hopefully we will get the registration before the New Year's. Second, on the success of the brand or on the positive feedback on the brand, if we are able to in the first year capture at least 4% to 5% market share, the entire India's market share, then we would see that the brand is on the right track. And then we will also be able to accelerate the market spends on promotions and advertising and promotion so that from 5%, next we reach to 10% of the market share.

Shivakshi Bharadwaj: Congratulations and good luck for coming quarters.

Moderator: Ladies and gentlemen, that was the last question. And with that, we conclude the question-and-answer session. I now hand the conference back to the management for the closing comments.

Tushar Bhandari: I would like to thank you all for sparing your time and coming on the conference call. For any further queries, you may contact Go India. Thank you very much.

Moderator: Thank you, members of the management. On behalf of Go India Advisors, we conclude this conference. Thank you everyone for joining with us today. And you may now disconnect your lines.