



Associated Alcohols & Breweries Limited

26th June, 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 “Kultur” a Hard Seltzer in Madhya Pradesh - India's fast-growing hard seltzer and ready-to-drink (RTD)

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing a press release dated 26th June 2026, announcing the launch of its “Kultur” in Madhya Pradesh - India's fast-growing hard seltzer and ready-to-drink (RTD).

The details of the product launch are given below:

Sr. No.	Particulars	Details
a	Name of Product	Kultur
b	Date of Launch	26 th June 2026
c	Category of Product	Hard seltzer and ready-to-drink (RTD)
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
Company Secretary & Compliance Officer

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.)





Associated Alcohols & Breweries Limited

AABL Unveils KULTUR, a Contemporary HARD SELTZER for India's New Generation

India, June 26, 2026: Associated Alcohols & Breweries Limited (AABL) (BSE: 507526 | NSE: ASALCBR), the flagship alco-beverage company of the Associated Kedia Group, has launched **KULTUR Hard Seltzer** in Madhya Pradesh, marking its entry into India's fast-growing hard seltzer and ready-to-drink (RTD) beverage segment. The launch aligns with the company's premiumisation strategy and focus on meeting the evolving preferences of Gen Z and millennial consumers. Driven by rising demand for convenient, flavourful, and lighter alcoholic beverages, India's hard seltzer market is expected to grow at over 10% CAGR, while the broader RTD segment is projected to expand at nearly 18% CAGR in the coming years.

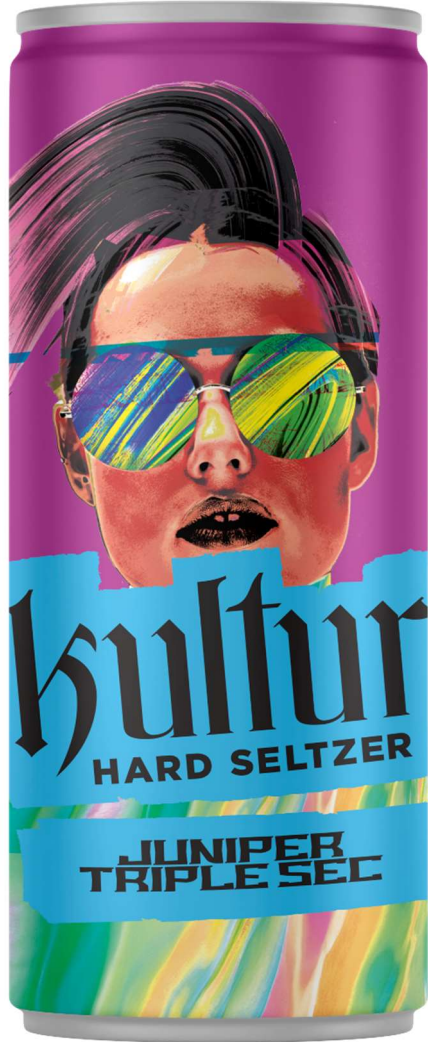
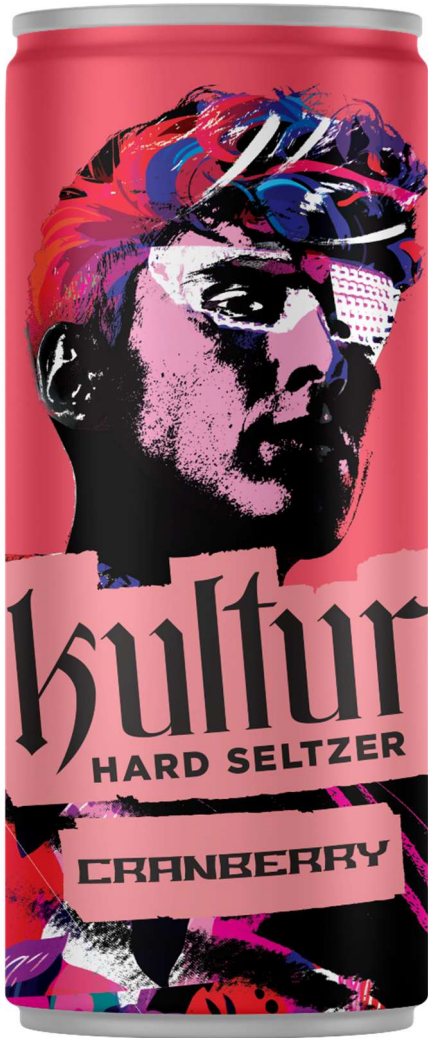
Madhya Pradesh has emerged as a promising market for premium alcoholic beverages due to increasing urbanisation, higher disposable incomes, expanding nightlife, and a growing base of young, aspirational consumers in cities such as Indore, Bhopal, Gwalior, and Jabalpur. KULTUR Hard Seltzer is available in sleek 330 ml cans across five flavours—Cranberry (bold and tangy with a crisp finish), Watermelon Mint (light, juicy, and refreshingly smooth), Mai Tai (tropical and vibrant with fruity citrus notes), Lemon (crisp, zesty, and easy-drinking), and Juniper Triple Sec (a more elevated citrus-botanical flavour profile) - offering a refreshing and contemporary drinking experience designed for social occasions. AABL stated that the launch reflects its commitment to innovation and building a diversified premium portfolio. The company plans to distribute KULTUR through premium retail outlets and HoReCa channels, including hotels, restaurants, cafés, bars, and lounges, to enhance product visibility and encourage consumer trials. With its modern branding, bold flavours, and convenient format, KULTUR aims to establish itself as a distinctive lifestyle beverage for India's new generation of consumers.

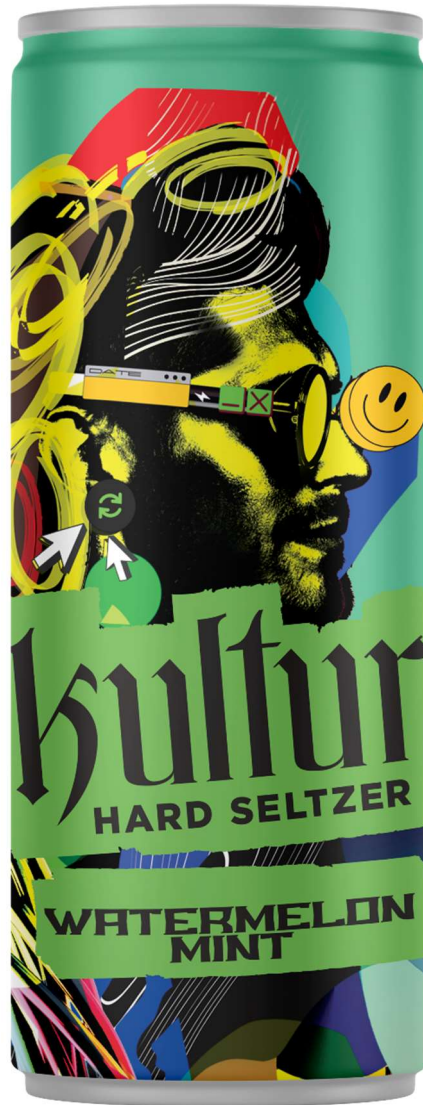
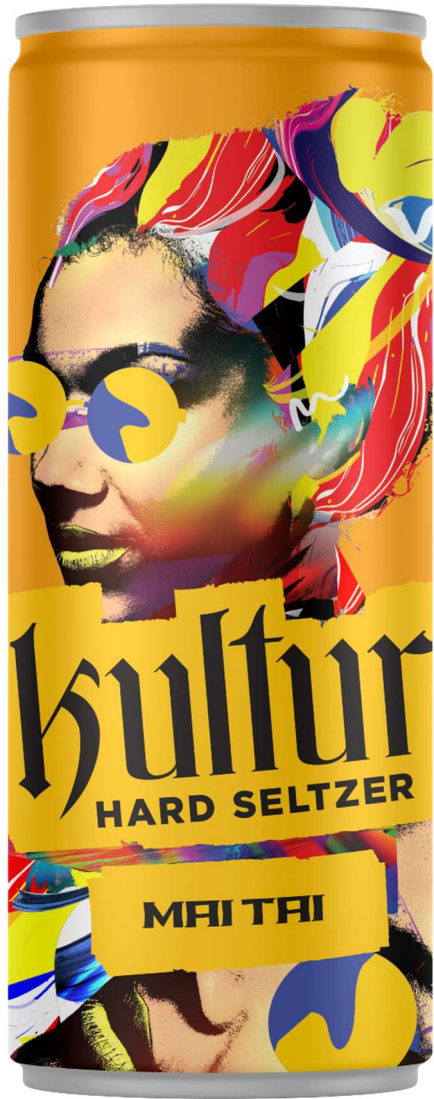
Management Comments on the launch;

"Kultur is more than just a beverage; it represents a new generation of drinking culture in India. Today's consumers are increasingly seeking modern, experience-led brands that align with their evolving lifestyles and preferences. With Kultur, we are introducing a vibrant hard seltzer that brings together refreshing flavours, contemporary design, and a distinctive lifestyle appeal."

Madhya Pradesh is an important market for us, driven by a growing base of young, aspirational consumers and increasing demand for premium and innovative beverage choices. We believe the state offers strong potential for emerging categories such as hard seltzers, making it an ideal market for Kultur's debut. This launch reflects our commitment to innovation and our continued focus on building a diversified, premium portfolio that resonates with the preferences of new-age consumers across India."

Kultur Hard Seltzer





About Associated Alcohols & Breweries Limited

Established in 1989, Associated Alcohols and Breweries Ltd. (AABL) operates a cutting-edge integrated alcoholic beverage manufacturing facility near Indore, Madhya Pradesh. AABL's operations encompass the manufacturing and supply of Extra Neutral Alcohol (ENA),

The company is involved in the sales of Indian Made Foreign Liquor (IMFL), Indian Made Indian Liquor (IMIL), and Extra Neutral Alcohol (ENA). Led by an experienced and capable leadership team and guided by an accomplished Board of Directors, AABL is committed to being a socially responsible corporate citizen with a strong emphasis on corporate governance and internal controls. The company is publicly traded, listed on the Bombay Stock Exchange (BSE: 507526) and the National Stock Exchange (NSE: ASALCBR) in India.

For further information, please contact:

Tushar Bhandari | Whole Time Director
Associated Alcohols & Breweries Limited
Email: tbhandari@aabl.in

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 circumstance.