



Associated Alcohols & Breweries Limited

26th June 2025

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: Intimation regarding launch of AABL's premium IMFL product 'Hillfort' in the State of Uttar Pradesh

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Associated Alcohols & Breweries Limited ("the Company") **has launched its premium blended malt whisky 'Hillfort' in the State of Uttar Pradesh**. The product is now available across select retail outlets.

Following the commercial rollout of Hillfort, the Company intends to introduce additional proprietary products including **Nicobar Gin, CP Vodka, and other premium products of the Company**, as part of a phased pan-India expansion strategy.

Commenting on this development, Mr. Prasann Kumar Kedia, Managing Director, stated:

“The launch of Hillfort in Uttar Pradesh marks a significant milestone in our journey toward premiumization and strategic geographic expansion. We are thrilled to introduce our premium offering to one of India's most evolved and discerning liquor markets. This move underscores our commitment to delivering differentiated, high-quality spirits that resonate with modern consumers, and we look forward to deepening our presence in this important region.”

In line with past communication, the Company continues to strengthen its national footprint through strategic launches in high-potential states. Further, the Company plans to launch its premium products in a few more states shortly, and the same shall be communicated to the exchange upon execution.

We request you to take the above information on record.

Thanking You

Yours Faithfully,

For Associated Alcohols & Breweries Limited

Abhinav Mathur

Company Secretary & Compliance Officer

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