



**Allied Blenders
and Distillers**

December 01, 2025

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 (E), Mumbai - 400 051 Symbol: ABDL
Our Reference No. 95 /2025-26	Our Reference No. 95/2025-26

Sub: Press Release – ABD Maestro unveils YELLO Designer Whisky, a bold new fusion of Scotch and Indian Malts.

Ref: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Dear Sir/Ma'am,

Please find enclosed a Press Release issued by ABD Maestro Private Limited, a Subsidiary of the Company, on the captioned subject.

The aforesaid disclosure is being made available on the Company's website <https://www.abdindia.com/>.

This is for your information and records.

Thanking you.

Yours sincerely,

For **Allied Blenders and Distillers Limited**

Sumeet Maheshwari
Company Secretary and Compliance Officer
Membership No. A15145

Encl:- As above

Allied Blenders and Distillers Limited

Ashford Centre, 3rd and 4th floor, Shankarrao Naram Marg, Lower Parel (W), Mumbai – 400013. T.: +91 22 4300 1111 Email : info@abdindia.com
Registered Office: 394/C, Ground Floor, Lamington Chambers, Lamington Road, Mumbai – 400004, India. T.: +91-22 6777 9777. F.: + 91-22 67779725
www.abdindia.com CIN No: L15511MH2008PLC187368



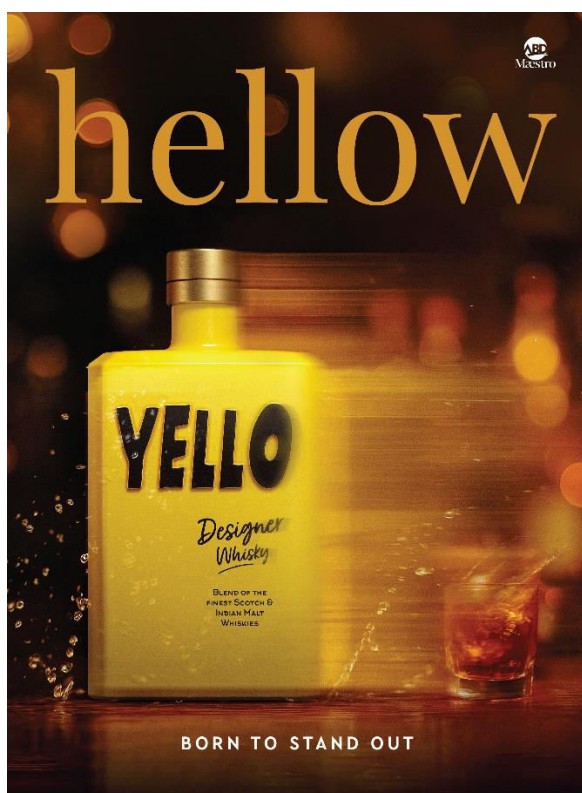
REGISTERED OFFICE
364/C, Lamington Chambers,
Lamington Road, Mumbai,
Maharashtra, 400004
CIN: U11012MH2024PTC432524
Press Release for Immediate Dissemination

ABD Maestro unveils YELLO Designer Whisky, a bold new fusion of Scotch and Indian Malts

**Powerhouse Ranveer Singh and ABD Maestro quickly follow the launch of
Rangeela Vodka with a Whisky custom-made for modern India.**

Mumbai, 01st December 2025: ABD Maestro Pvt. Ltd., the super-premium and luxury spirits brand company and a subsidiary of Allied Blenders & Distillers (ABD), today announced the launch of **YELLO Designer Whisky**, a unique fusion of Scotch Malts and Indian Malt whiskies.

Following the launch of **Rangeela Vodka from Ranveer Singh, Co-Founder and Creative Partner of ABD Maestro**, the company's YELLO Designer Whisky, introduces a breakthrough packaging that mirrors the pulse of modern India — expressive, youthful, and born to stand out. It grabs the spotlight for its colour, sleek lines, and the 'whisky window'.





For the flamboyant whisky, **YELLO fuses the best of Speyside and Highland Scotches with the richness of Indian Malts**, which is now making news globally. The result is an exceptional spirit that partners the distinctive characteristics of both worlds. The Scotch malts, matured in ex-bourbon oak, infuse YELLO with notes of vanilla caramel and gentle oak, while the Indian malts add warmth, richness, and a bold, lingering finish.

Bikram Basu, Managing Director of ABD Maestro Pvt. Ltd., commented, “YELLO is designed for an innovative, daring and youthful brand construct for product, packaging and communication. It’s *born to stand out, with outstanding whisky sitting in the bottle.* At ABD Maestro, we build with quality, creativity and consumers at its heart.”

As India rapidly progresses to a major global economy, the super-premium and luxury spirits segment is seeing strong growth. New-age consumers increasingly value self-expression and strong identity with the brands that they choose. YELLO Designer Whisky, bold in packaging, positioning and taste, talks to this new generation of confident, culture-forward consumers.

YELLO Designer Whisky has debuted in Maharashtra at a MRP of Rs. 2,700/- for a 750ML. Goa, West Bengal and markets of North India will follow in quick succession.

About ABD Maestro Private Limited

ABD Maestro Private Limited is a new super-premium and luxury spirits brand company and a subsidiary of ABD. The brands which ABD Maestro is marketing currently include Arthaus Blended Malt Scotch Whisky, Zoya Special Batch Gin and its flavours, Rangeela Contemporary Indian Vodka, Woodburns Contemporary Indian Malt Whisky, Pumori Small Batch Gin and Pink Gin, Segredo Aldeia Café and White Rums. Through its partnership with Roust Corporation, the company has introduced Russian Standard Vodka to India in three distinct segments: Original, Gold, and Platinum.

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