



**Allied Blenders
and Distillers**

March 23, 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 (E), Mumbai - 400 051 Symbol: ABDL
Our Reference No. 121 /2025-26	Our Reference No. 121/2025-26

Sub: Press Release - ICONiQ White Whisky Makes History: World's Fastest Growing Millionaire Spirits Brand Crosses 10 Million Cases Milestone.

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

Dear Sir/Ma'am,

Please find enclosed a Press Release issued by the Company, on the captioned subject.

The aforesaid Press Release is also 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

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REGISTERED OFFICE

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Press Release for Immediate Dissemination

ICONiQ White Whisky Makes History: World's Fastest Growing Millionaire Spirits Brand Crosses 10 Million Cases Milestone

~ Continued growth strengthens ABD's momentum in the Prestige & Above spirits segment ~

Mumbai, 23rd March 2026: Allied Blenders and Distillers Limited (ABD), the largest domestic spirits company by volume in India and the maker of **ICONiQ White International Grain Whisky**, reports another historic milestone as its flagship brand surpasses the 100 Lakhs, or **10 million cases** in FY26 and still counting. With the financial year drawing to close, this landmark achievement showcases one of the fastest growth trajectories within the relatively high-margin **Prestige & Above** segment.

Launched in September 2022 with a digital first debut through ABD's MetaBar, in the metaverse, ahead of its market rollout, ICONiQ White Whisky began its initial product introductions in select markets of East and North India before expanding nationally. The brand recorded sales of 0.32 million cases in FY23 during its early rollout phase.

Momentum accelerated sharply in FY24, with volumes rising to 2.27 million cases, earning recognition as **the fastest growing millionaire spirits brand in the world for calendar year 2023** as per Drinks International's Millionaires' Club Report 2024. The growth trajectory continued in FY25, with the brand crossing 5.7 million cases, securing the distinction for the **second consecutive year as the fastest growing millionaire spirits brand in the world** for calendar year 2024 as per Drinks International's Millionaires' Club Report 2025.

Just 43 months old, ICONiQ White Whisky has now achieved a historic milestone of 10 million Cases only in FY26, underscoring one of the fastest scale up journeys seen in the global spirits industry.



In addition, ICONiQ White Whisky has now expanded its reach and is available in Canteen Stores Department (CSD) as it continues to grow its international footprint with presence in multiple overseas markets. Together, these developments and successes reflect ICONiQ White Whisky's deepening connect with consumers across regions.

Speaking on the achievement, **Alok Gupta, Managing Director, ABD**, said, *“The journey from zero to 10 million cases in such a short period is a landmark achievement that redefines the growth playbook in the spirits industry. From the very beginning, our goal with ICONiQ White was to create a world-class whisky in India, and this milestone validates that vision. ICONiQ White has evolved from a disruptive 'new-age' launch into a record breaking spirits brand, proving that our product proposition resonates deeply with today's consumers. As we scale across domestic markets and 9 countries, this milestone reinforces our commitment to leading the high-margin Prestige & Above segment and building long-term value through consistent, global execution.”*

The brand's success is backed by its commitment to quality, which has been recognized by its multiple international accolades, highlighting its superior craftsmanship. The whisky secured Gold Medals at the International Spirits Challenge (ISC) 2024, International Whisky Competition (IWC) 2024, and India Wine & Spirits Awards (IWSA) 2024. Additionally, it was honoured with the Gold Quality Award at Monde Selection 2024 and the Superior Taste Award at the International Taste Institute 2024 in Brussels, reinforcing its standing as a premium whisky of international standards.

Beyond its resounding success, ICONiQ White Whisky has cultivated a distinct identity that mirrors the energy of India's contemporary youth culture. This natural alignment with a generation that prizes individuality and authentic expression has led the brand to the heart of the creative community. This synergy was most visible at recently concluded **ICONiQ White NH7 Weekender 2026**, where the brand came to life on one of India's leading cultural platforms.



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About Allied Blenders and Distillers Limited (www.abdindia.com)

Allied Blenders and Distillers Limited (ABD) is the largest domestic Spirits company in India, in terms of annual sales volumes. ABD has a presence in five main flavors, i.e., whisky, brandy, rum, vodka, and gin, with 'millionaire' brands like Officer's Choice Whisky, Officer's Choice Blue Whisky, Sterling Reserve Premium Whiskies and ICONiQ White Whisky. Currently, its manufacturing network comprises 38 units, of which 9 are owned bottling units, 1 is owned PET bottle manufacturing plant, 2 owned distilleries, and 26 non-owned manufacturing units.

For more information contact:

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