



**Allied Blenders
and Distillers**

November 11, 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. 88 /2025-26	Our Reference No. 88/2025-26

Sub: Press Release – Powerhouse Ranveer Singh unveils RANGEELA Vodka.

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 the ABD Maestro Private Limited, 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

394/C, Lamington Chambers,

Lamington Road, Mumbai,

Maharashtra, 400004

CIN: U11012MH2024PTC432524

Press Release for Immediate Dissemination

Powerhouse Ranveer Singh unveils RANGEELA Vodka

~ ABD Maestro introduces RANGEELA Contemporary Indian Vodka with its Co-Founder and Creative Partner Ranveer Singh ~

India, 11th November 2025: ABD Maestro Pvt.Ltd., the super-premium and luxury spirits subsidiary of Allied Blenders and Distillers Limited (ABD), today announced launch of its homegrown RANGEELA Contemporary Indian Vodka

Conceptualized by cultural catalyst Ranveer Singh, who also serves as the Co-Founder and Creative Partner at ABD Maestro, RANGEELA embodies the vision to craft a spirit that celebrates the country's vibrant colours and deep emotions. With its smooth, versatile character and distinct sensibility, RANGEELA is set to redefine how contemporary India experiences vodka.





With rapid premiumisation, India's vodka category is increasingly gaining prominence with young adult driving the growth. Exposure to international trends and the boom in cocktail culture makes RANGEELA poised to build quickly.

RANGEELA delivers the best quality standards for vodka - triple distilled and platinum chill-filtered for exceptional smoothness. RANGEELA the brand is about having a bold and expressive spirit - unfiltered, vibrant, unapologetically filmy and masaledaar.

Commenting on the launch, **Ranveer Singh, Co-Founder and Creative Partner, ABD Maestro**, says, *"With RANGEELA Vodka, we are bringing something that celebrates the spirit of all of us. The universe of the brand is colourful, energetic and vibrant. We are creative, confident, and expressive. It's for the ones who live life to the fullest and are unafraid to be seen, heard, and celebrated. RANGEELA is born out of this very spirit."*

Bikram Basu, Managing Director, ABD Maestro, added, *"With RANVEER SINGH as the Co-Founder and Creative Partner for RANGEELA, we aim to disrupt. Simply the best quality vodka with innovative packaging and never before category communication. RANGEELA brings our cultural flair- celebration of colours, character and fun. It's for India and the global consumer. Enjoy the ride."*

RANGEELA is versatile- equally at home as a smooth shot or in vibrant cocktails that champion flavours such as - citruses, cranberry blends and espresso mixes. The vodka enhances the smoothness of your favourite cocktails – be it '**Bandra Barbie**' aka Cosmopolitan, '**Aaj Blue Hai Paani**' aka Blue Lagoon or even '**Latte Lag Gai**' aka Espresso martini. It's the perfect pour for those who are spontaneous, vibe for fun, look for less validation and are expressive in their own ways.

RANGEELA has debuted in Maharashtra at an MRP of Rs. 2,400/- for 750ML - with Goa, West Bengal and markets of North India to 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, 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