



Ref. No.: MAL-SEC/38/2025-26

Date: March 12, 2026

To,  
The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
**Scrip Code: 544451**

**Sub: Press Release – Monika Alcobev Wraps Up a Successful Showcase of Licor 43 and Jinro Soju at India Cocktail Week 2026**

**Ref: Disclosure in terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 (the “SEBI Listing Regulations”)**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find enclosed herewith a Press Release titled “*Monika Alcobev Wraps Up a Successful Showcase of Licor 43 and Jinro Soju at India Cocktail Week 2026*”, which is being issued by the Company.

The above information shall also be available on the Company’s website at [www.monikaalcobev.com](http://www.monikaalcobev.com).

We request you to kindly take the same on record.

Thanking you,

Yours faithfully,  
For **Monika Alcobev Limited**



**Kalpesh Ramina**  
**Company Secretary & Compliance Officer**

Encl: As above

## *Monika Alcobev Wraps Up a Successful Showcase of Licor 43 and Jinro Soju at India Cocktail Week 2026*

### *Licor 43 and Jinro Soju Take Centre Stage at India Cocktail Week 2026*



**Mumbai, March 12, 2026:** Monika Alcobev Ltd. marked a high-impact presence at **India Cocktail Week 2026**, held on **February 28 and March 1** at **Jio World Garden, Mumbai**, where the company spotlighted its global portfolio brands - **Licor 43** and **Jinro Soju** to an engaged audience of bartenders, hospitality professionals, and cocktail enthusiasts.

The festival brought together acclaimed bars, international labels, and leading mixology talent from across the country. Curated pop-ups, tasting counters, and live entertainment created a vibrant setting celebrating contemporary drinking culture, drawing influential bar teams alongside a young, exploratory consumer base eager to experience new spirits and cocktail formats.

Within this dynamic environment, Monika Alcobev's showcase generated strong engagement across both brands. Licor 43 featured prominently in signature serves that highlighted its vanilla-forward profile and versatility across classic and modern recipes. Jinro Soju attracted consistent curiosity, particularly among younger consumers discovering the Korean brand through approachable mixed formats tailored to Indian preferences.

*"Participating in India Cocktail Week 2026 with Monika Alcobev Limited was a great experience for us. The response to Jinro Soju was very encouraging, especially from younger consumers who were excited to discover the category and explore the different flavours. It was rewarding to see many people trying soju for the first time and engaging with the brand in such an energetic environment. Showcasing Jinro at one of India's leading cocktail festivals was an important step in introducing the brand to the market and building awareness for soju in India."* — **David, Export Manager, HiteJinro Co., Ltd.**

To amplify engagement, Monika Alcobev introduced **interactive activations** that blended fun with flavour discovery. **The basketball arcade** game offered a playful challenge where participants earned Licor 43 merchandise for successful shots, drawing crowds and sparking lively conversations. Complementing this, the **Make Your Own Carajillo 43 bar** empowered attendees to craft personalized versions of the iconic Spanish coffee cocktail using Licor 43, with expert guidance from mixologists- fostering hands-on creativity and memorable brand interactions.

*“India is an incredibly dynamic market, and we see strong long-term potential for Licor 43 here. Our collaboration with Monika Alcobev Limited allows us to combine global brand-building expertise with deep local market access and relationships. The energy we experienced at India Cocktail Week 2026 reinforced how quickly India’s cocktail culture is evolving and how open consumers are to discovering new flavours. With the right focus on trade engagement, events, and signature serves, we believe India can become a very exciting growth market for Licor 43 in the years ahead.” — Ali Hariri, Cluster Director – Executive Board Member, Zamora Company*

Importantly, the two-day participation extended beyond tastings, translating into meaningful business conversations around on-premise listings, city-level activations, and collaborative initiatives with partner establishments, reinforcing the growing relevance of both brands within India’s evolving bar ecosystem.

Reflecting on the festival, **Mr. Kunal Patel, Managing Director, Monika Alcobev Ltd., said-** *“India Cocktail Week always brings a special energy, and this year in Mumbai was particularly exciting for us. Seeing bartenders experiment confidently with Licor 43 and watching consumers discover Jinro Soju in innovative cocktail formats was extremely encouraging. The conversations extended well beyond the tasting counters. They paved the way for new collaborations, stronger partnerships, and long-term brand building within India’s evolving bar community. We remain committed to bringing distinctive global spirits to the market while actively supporting bartender creativity and industry growth.”*

The strong response over the two days further reinforced Monika Alcobev’s strategic focus on expanding distribution, deepening bartender engagement, and strengthening its premium international portfolio across key Indian markets.

India Cocktail Week 2026 once again underscored the growing appetite for curated cocktail festivals in urban India, reaffirming its role as a key platform for industry connection and consumer engagement.

Monika Alcobev Ltd. continues to be among India’s leading importers and distributors of premium wines and spirits, representing a diverse global portfolio and driving sustained market presence through strategic partnerships, training initiatives, and nationwide supply networks.

**About Monika Alcobev Limited:**

Monika Alcobev is a leading importer, distributor and marketer of premium alcoholic beverage brands across the Indian subcontinent, providing end-to-end execution across HORECA, Retail and Travel Retail channels. The portfolio includes globally acclaimed brands such as Jose Cuervo, 1800 Tequila, Remy Martin, Cointreau, Choya, Botanist, Licor 43, Jinro Soju, Ron Diplomático, the VSPT Group and more. With a strong presence across key markets and over 100 world-renowned labels, the company remains at the forefront of India's premium alco-beverage landscape. The company is also a preferred Global Travel Retail partner for globally renowned Indian brands as well. In July 2025, the company achieved a major milestone with a highly successful SME IPO, ushering in the next phase of strategic growth and expansion.

Website: <https://monikaalcobev.com/>

**For more information contact:**

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