

Ref. No.: MAL-SEC/37/2025-26

Date: March 6, 2026

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

**Sub: Press Release – Monika Alcobev hosts Margarita Fest 2026 with Jose Cuervo across 90 + premium outlets**

**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 hosts Margarita Fest 2026 with Jose Cuervo across 90 + premium outlets*”, 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

## PRESS RELEASE

### **Monika Alcobev hosts Margarita Fest 2026 with Jose Cuervo across 90 + premium outlets**

*The nationwide celebration brings curated margarita experiences to leading bars and restaurants across India*



**Mumbai, 6th March 2026:** Monika Alcobev Ltd in partnership with Jose Cuervo, the world's No.1 tequila brand, is back with its annual Margarita Fest 2026, a nationwide celebration of the iconic tequila cocktail across India's premium on-trade circuit. Held annually, Margarita Fest has earned strong consumer affinity and industry participation, positioning it among India's most anticipated tequila cocktail celebrations.

The Margarita Fest is ongoing till **8 March 2026**, taking place across **90+ leading outlets** across **Delhi NCR, Mumbai and Bangalore, Goa, Hyderabad & Jaipur** offering consumers curated margarita menus, signature serves and engaging bar experiences across major cities.

The participating outlets include 145, Permit & Co, The Nook, Bombay Cartel, Effingut, Arts Room, Maize & Malt, The Foundry, Slurr, along with other premium partner venues across key metro and high-growth markets.

Margarita Fest 2026 is designed to strengthen Jose Cuervo's engagement with India's cocktail culture while reinforcing its global leadership in tequila. The partner venues will showcase exclusive margarita expressions featuring Jose Cuervo's portfolio, alongside bartender-led innovations and guest experiences tailored to urban consumers seeking high-quality agave spirits and contemporary cocktail formats.

Sharing his perspective on the initiative, **Mr. Kunal Patel, Managing Director, Monika Alcobev Ltd.**, noted, "*Jose Cuervo continues to set the benchmark for tequila internationally and Margarita Fest 2026 reflects our long-term commitment to building a*



*vibrant tequila culture in India. Through this nationwide activation, we aim to bring consumers closer to authentic margarita serves while supporting our on-trade partners with engaging programming and strong brand visibility. The scale of participation across premium venues highlights growing appreciation for tequila-based cocktails, and we look forward to welcoming enthusiasts to discover the versatility, heritage and contemporary appeal that Jose Cuervo represents in the global spirits category.”*

With its extensive national footprint and strong premium-venue participation, Margarita Fest 2026 is attracting cocktail enthusiasts, hospitality professionals and tequila fans alike, reinforcing Jose Cuervo’s position at the forefront of the global tequila category while solidifying its presence in India’s dynamic on-trade market.

### **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, 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.

### **About Jose Cuervo**

With a heritage spanning over two centuries, Jose Cuervo has been a key figure in the world of tequila since 1795. The Cuervo family has preserved the same recipes and techniques passed down across generations. Tequila is crafted at La Rojeña, Latin America’s oldest active distillery. This rich history and consistency have earned Jose Cuervo a place as the top-selling and most-awarded tequila worldwide.

### **For more information contact**

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