

Ref. No.: MAL-SEC/03/2025-26

Date: August 28, 2025

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

**Sub : Press Release - Monika Alcobev Introduces Licor 43 - World's fastest growing premium Liqueur to India**

**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 Introduces Licor 43 - World's fastest growing premium Liqueur to India” which is being issued by the Company.

The same is also available on the Company’s website at: <https://monikaalcobev.com/investors>.

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 Introduces Licor 43 - World's fastest growing premium Liqueur to India***



**28.08.2025, Mumbai** : Monika Alcobev Limited, India's only listed premium wine and spirits importer, proudly announces the launch of Licor 43 by Zamora Company in India, marking the much-anticipated debut of Spain's most-celebrated and highest-selling liqueur in one of the world's fastest-growing premium alcobev markets.

With this launch, Monika Alcobev reinforces its commitment to introducing globally acclaimed brands to India. The company's proven ability to scale premium spirits and wines across the country, from metropolitan cocktail bars to retail shelves, makes it the ideal partner for Zamora Company.

*"Bringing Licor 43 to India is a significant milestone, not just for us, but for the evolving palate of Indian consumers," said **Kunal Patel, Managing Director of Monika Alcobev.** "The brand is iconic, versatile, and crafted for modern mixology and we're excited to lead its debut in the Indian market," he added.*

A unique blend of 43 natural ingredients, including carefully selected botanicals, spices, and citrus fruits, Licor 43 has been a household name in Spain for over 70 years. Its smooth and versatile taste has made it a global favourite in more than 80 countries. The launch also introduces two globally loved serves: the refreshing Mini Beer and the indulgent Carajillo 43.



Alongside the classic Licor 43 Original (700ml and 1000ml), the Indian market will also enjoy indulgent variants such as Licor 43 Chocolate (700ml) and Licor 43 Crème Brûlée (700ml). Joining the collection are Martin Miller's Original Gin (700ml and 1000ml) and Villa Massa's authentic Italian Limoncello and Amaretto (both 700ml), offering Indian consumers a taste of the Zamora Company's celebrated portfolio, brought to the country by Monika Alcobev.

**Ankit Shah, Area Director, AMEA,** expressed his enthusiasm about the partnership, "We, at Zamora Company, are excited to announce our partnership with Monika Alcobev, marking a significant milestone in our global expansion, led by our flagship brand, Licor 43. The imported spirits market in India is steadily growing driven by rise in disposable incomes and a strong consumer trend of premiumization, and we are confident that this partnership, backed by Monika's robust portfolio, will allow us to connect with discerning consumers seeking unique and high quality products."

Monika Alcobev has a strong presence in North and West India, and its extensive distribution network in South India, spanning Karnataka, Telangana, Tamil Nadu, will

ensure Licor 43 reaches premium retail stores and regions where cocktail culture is flourishing. The brand will also make its way to key cities in East India, further strengthening Monika Alcobev's pan-India presence.

Licor 43 is now available in **Goa and Mumbai** and more markets are set to follow soon. Its tagline, "**Mix Something New**," perfectly captures Monika Alcobev's commitment to bringing the world's finest flavours to Indian glasses.

### **About Zamora Company:**

Zamora Company is a family-owned business driven by passion, pride, and a deep sense of responsibility for its decisions and results. From its Spanish roots, it has grown into one of the world's leading producers and distributors of premium wines and spirits, with a portfolio of over 15 brands available in more than 80 countries, including Licor 43, Villa Massa, Martin Miller's Gin, Ramón Bilbao, Cruz de Alba, Mar de Frades, and Lolea. Today, more than 500 dedicated professionals across the globe carry forward the founders' core values, infusing each project with commitment and care. This shared ethos shapes the company's distinctive personality and sets it apart in the global marketplace.

### **About Monika Alcobev Limited:**

Founded in 2017 by Bhimji Nanji Patel and led by Managing Director Kunal Patel, Monika Alcobev Limited is a leading importer and distributor of premium alcohol brands in the Indian Subcontinent. In July 2025, the company marked a major milestone by launching its ₹165.63 crore SME IPO, ushering in a new phase of strategic growth and market expansion.

Monika Alcobev offers end-to-end solutions for premium alco-bev brands, including importing, logistics, distribution, and marketing across HORECA, retail, and travel retail segments. With a portfolio of over 100 brand labels, the company has built a strong reputation for connecting global craftsmanship with the dynamic and rapidly evolving Indian consumer landscape. Its exclusive handling of travel retail for notable Indian brands further cements its role as a key player in the luxury alcohol sector.

### **For more information contact:**

Aakriti Rawat - Sr. Executive PR & Communications Lead

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*Note: This release contains forward-looking statements relating to strategic initiatives, new product launches, and Monika Alcobev Limited's future business and financial performance. These statements are based on current expectations and involve risks and uncertainties that may cause actual results to differ materially. Factors include market conditions, regulatory changes, currency fluctuations, competition, and technological developments. Monika Alcobev Limited undertakes no obligation to update these statements except as required by law.*