

Ref. No.: MAL-SEC/02/2025-26

Date: August 22, 2025

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

**Sub : Press Release - Monika Alcobev to Launch Amrut's Historic 'Expedition' as Preferred Travel Retail Partner—India's Most Expensive Single Malt Whisky Release Yet.**

**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 to Launch Amrut's Historic 'Expedition' as Preferred Travel Retail Partner—India's Most Expensive Single Malt Whisky Release Yet" 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 to Launch Amrut's Historic 'Expedition' as Preferred Travel Retail Partner—India's Most Expensive Single Malt Whisky Release Yet**

**22.08.2025, Bengaluru** : Monika Alcobev proudly takes the lead as the exclusive travel retail launch partner for Amrut Expedition, a rare 15-year-old single malt whisky. This exceptional release marks a major milestone in India's luxury spirits scene, standing as the country's oldest and most expensive whisky ever made.

Crafted with extraordinary patience and precision, Amrut Expedition has undergone a two-stage maturation process—eight years in European sherry casks followed by seven years in American ex-bourbon casks. The result is a whisky of remarkable depth, balance, and elegance. With **only 75 bottles released globally** and a retail price of **over USD 12,500**, Expedition sets a new benchmark for Indian distillers on the global stage.

In its role as preferred partner, Monika Alcobev will lead the global travel retail debut of this historic release, making it available to discerning travelers and collectors through high-visibility airport retail and duty-free channels. **In India, the launch will be a multi-airport duty-free rollout, with only 9 bottles available, with a milestone number of 3 being allotted to Bengaluru Duty free at Kempegowda International Airport Bengaluru (BLR Airport).** The collaboration reinforces Monika Alcobev's growing influence in the premium spirits category and its commitment to curating world-class expressions for Indian and international consumers.

Speaking on the occasion **Mr. Rakshit N. Jagdale, Managing Director of Amrut Distilleries, commented**, "Amrut Expedition celebrates our 75-year legacy—rooted in craftsmanship, vision, and passion across three generations. Launching it via travel retail with Monika Alcobev ensures it reaches discerning global consumers who value authenticity and heritage."

"Expedition is a truly rare release, one that showcases the finest in Indian whisky-making," said **Kunal Patel, Managing Director of Monika Alcobev Limited**. "At Monika Alcobev, we take pride in driving innovation and setting new benchmarks in the distribution of premium spirits."

*Amrut Expedition stands as a true collector's gem, elegantly enclosed in a meticulously crafted wood-and-metal case. Each bottle includes a silver peg measure, an authentication card, and an NFC chip, emphasizing quality and authenticity. The whisky's deep cola hue is enhanced by rich aromas of sherried truffle, vanilla, and sandalwood. With a bold 62.8% ABV, the palate presents layers of chocolate-coated sherry, pepper, and dried fruits, concluding with an elegant and memorable finish, comments David Grady, Country General Manager, India, Avolta.*

With its exceptional craftsmanship, ultra-limited availability, and record-setting price, **Amrut Expedition** is not merely a whisky—it is a **historic milestone** in India's alco-bev evolution. And with **Monika Alcobev** at the helm of its travel retail journey, the legacy of Indian whisky enters a bold new era.

### **About Amrut Distilleries**

Amrut Distilleries is a globally recognized producer of premium Indian single malt whisky, renowned for its commitment to quality and innovation. With a rich heritage of craftsmanship, Amrut's whiskies have earned global acclaim and numerous awards, establishing the brand as a leader in the Indian whisky industry and an ambassador of Indian craftsmanship on the world stage.

### **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.

### **About Duty Free**

Bangalore Duty Free, part of global travel retailer **Avolta AG**, offers a world-class tax and duty-free shopping destination with over 1,000 premium brands at exceptional value. Its extensive range spans luxury fragrances, fine wines, rare whiskies, high-end fashion, cosmetics, confectionery, and authentic local specialties, ensuring a seamless and indulgent shopping experience for every traveler.

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

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