



# Associated Alcohols & Breweries Limited

---

06<sup>th</sup> April, 2024

To,  
The Listing Department  
National Stock Exchange of India Limited  
Exchange Plaza C-1 G Block  
Bandra Kurla Complex Mumbai – 400051  
NSE Symbol: **ASALCBB**

The Department of Corporate Services  
BSE Limited  
PJ Tower Dalal Street  
Mumbai  
Scrip Code: **507526**

**Subject:** Disclosure Under Regulation 30 of Securities and Exchange Board of India (Listing Obligations & Disclosure Requirements) Regulations, 2015 ('Listing Regulations') read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Dear Sir / Madam,

With reference to the above-captioned subject, please take on record the disclosure in the requisite format in **Annexure A**.

Kindly take the same to your record and acknowledge it.

Thanking You

Yours Faithfully,

**For Associated Alcohols & Breweries Limited**

**Sumit Jaitely**  
**Company Secretary & Compliance Officer**



# Associated Alcohols & Breweries Limited

## Annexure A

Details to be provided	Description
<b>Name of the Authority</b>	Competition Commission of India
<b>Nature and details of the action(s) taken, initiated, or order(s) passed;</b>	<p>The Office of the Director General (DG) of the Competition Commission of India (CCI) conducted a statewide search on 27.10.2021 on the leading distillers of the state of Madhya Pradesh. In that connection, a search was also conducted in the Company's registered office on the same day to examine the process of supply and sale of the Company's Indian Made India Liquor ("IMIL") products.</p> <p>The Company received the investigation report and was asked to file the reply; the company has filed it within the requested date. After filing the reply, the company received the order dated 20.03.2024 on 5.04.2024. The major points of the order are mentioned here under:</p> <ol style="list-style-type: none"><li>1. The CCI commission has sent the report back to the DG CCI for further investigation into the matter.</li><li>2. The CCI commission has instructed the DG CCI to facilitate cross-examining the persons (name in the order) who have alleged the cartelization by the parties alleged for capitalization in the CCI investigation report.</li><li>3. The CCI Commission has also instructed DG CCI to provide a copy of the statements of the aforesaid persons recorded during the investigation.</li><li>4. The CCI commission has also mentioned that one of the parties to the matter has filed a writ in the MP High Court on the grounds of CCI's jurisdiction in the matter, and the MP High Court has instructed the CCI not to take any coroner action against the party.</li></ol>
<b>Date of receipt of direction or order, including any ad interim or interim orders or any other communication from the authority;</b>	The order dated 20.03.2024 was received via Mail on 05.04.2024.
<b>Details of the violation(s)/contravention(s) committed or alleged to be committed;</b>	The CCI has made the company party in the investigation report alleging the cartelization in the supply and sale of the Company's IMIL products.
<b>Impact on financial, operation, or other activities</b>	The order is more of a direction to the DG CCI for further investigation; hence, the financial impact cannot be ascertained at this stage.



## Associated Alcohols & Breweries Limited

---

Details to be provided	Description
<b>of the listed entity, quantifiable in monetary terms to the extent possible.</b>	Further, following its risk assessment process, the company is confident in the merits of its case.
<b>Quantum of claim, if any</b>	NA