



*The secret of Smoothness*

*Officer's Choice Blue makes for the perfect all round whisky for every occasion.*

*Give into its exquisitely crafted pure grain blend and smooth taste. Feel the lingering fruity aromas of the Highlands seduce your every sense. And the fruity exuberance and subtle peaty isle characteristics that's sure to heighten your every moment. Its rich taste of pure grain and the complexities of Scottish varied malt promise you an unforgettable long finish in every sip.*

*The perfect delight for every connoisseur.*

**Officer's Choice**  
**BLUE**

PURE GRAIN WHISKY

*Exquisite & Smooth*  
RARE BLEND OF SCOTCH MALTS & SELECT INDIAN GRAIN SPIRITS

Produce of India

750 ml

OC BLUE  
TWIST TO OPEN

# Officer's Choice

Everyone's Choice

From being a single brand company over 7 years ago, today Allied Blenders & Distillers is a multi-brand company with a strong presence in 23 countries. Its premium brand, 'Officer's Choice', has made it possible for every common man to have a taste of the best

**T**he liquor industry can be a place of tremendous profits or heartbreaking defeat. A sound recipe that captures the imagination, and delights the palette is just not enough. There are licenses to obtain, production to arrange, and logistics to think about. But ABD overcame all these hurdles and established itself in the market as one of the best liquor-producing companies of the world. Present in almost all alcohol categories, Allied Blenders & Distillers (ABD) is one of the leading IMFL (Indian Manufactured Liquor) companies which manufactures, markets and sells alcoholic beverages all by itself. Promoted by Mr. Kishore Chhabria and managed by a very professional and dedicated team, ABD has grown at a CAGR of 26% on volume basis and at a CAGR of 36% on value basis over the last 3 years to emerge as India's third-largest spirits company, and also as the largest domestic spirits company. ABD's flagship brand, Officer's Choice is the largest-selling whisky brand in the world, and is one of the largest spirits brands exported out of India, selling in 23 countries across the globe. The other major brands of ABD include: Officer's Choice Blue, Officer's Choice Black, Jolly Roger Rum, Class 21, Wodka Gorbatschow, Officer's Choice Brandy, Lord Master Brandy and Kyron Premium Brandy

Officer's Choice Whisky was launched in 1988 in the regular whisky segment. In the financial year 2008, the brand had a record sale over 6 million cases. Then in the year 2015, the sale went up to over 23 million cases. Following on this success, a variant in the semi-premium whisky segment was introduced in the form of Officer's Choice Blue starting mid-2011. Within three years of its

national launch, Officer's Choice sold an astounding 7 million cases. This is an accomplishment achieved by no other brand in the Indian spirits industry.

#### ASSURANCE OF THE PUBLIC

People trust the brand and thus are fond of it. Officer's Choice has also received ISO 22000:2005 Food Safety Management System certificate. The company's packaging standards are extremely stringent in terms of accepting the right quality of bottles, seals, labels, mono cartons and mother cartons.

#### BRAND STRATEGY

The brand is positioned on the platform of 'righteousness'. It encourages consumers to make the right choice in life and awaken the hidden Officer within them.

#### SOCIAL RESPONSIBILITY

Officer's Choice was associated with Salaam India Awards, the celebration of extraordinary acts of courage by ordinary people. Officer's Choice Blue is also on a mission to spread awareness among the consumers to take a stand against social evils, through the slogan of 'Raise Your Voice'. Officer's Choice Black encourages customers to give better than their best with the slogan of 'Be More than Big. Be Great.'

#### INNOVATION

ABD believes in regular innovation. Officer's Choice Blue is distinguished as the first brand in the Indian alcohol which has Twist-Lock caps.

A variety of festive packs and innovative activations at the ground level ensure evolution of the brand.

Officer's  
Choice®



#### CERTITUDES

- ABD has emerged as the fastest growing spirits company in India with a compounded growth rate of 26% over the last 3 years.
- It achieved a sale of 32 million cases for the year 2014-15 with a growth of 29% over the previous year.

#### BEACON OF TOMORROW

- ABD is one of the largest exporters of spirits from India with more than 1 million cases of exports.
- ABD possesses strong national sales and distribution network with 50 manufacturing/bottling units and 15 sales offices across the country.