



THE **UB** GROUP

Sunita Budhiraja
Corporate Vice President
Media & Communication

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PRESS RELEASE

Three McDowell brands bag international honours

Concours Mondial de Bruxelles'

Silver Medal for Black Dog; Signature Whisky and Blue Riband Gin bag Bronze Medals

McDowell and Company Limited is once again in the limelight in the world. It has become the first Indian beverage alcohol company to gain international recognition for three of its brands for flavour and taste, in their respective categories. Black Dog 12 Year Old Scotch Whisky, Signature Whisky and Blue Riband Gin have bagged medals from Concours Mondial de Bruxelles, an organization recognized by the European Union.

Out of 4655 samples submitted by beverage alcohol companies from 47 countries around the world, only 57 samples were found to be meeting the jury's expectation in terms of flavour and taste. The competition was open to various categories of spirits like Whisky, Rum, Fruit wines, Liqueur, Cognac, Brandy, Vodka and Gin.

McDowell had entered Black Dog Scotch Whisky in the Blended Scotch Category, Signature Whisky in the Whisky Category and Blue Riband Gin in the Gin Category.

Mr. V.K.Rekhi, President, Spirits Division of the UB Group, said "It is a great honour for us that out of the 57 awardees, three of our brands have been recognized to be on par with international standards, when it comes to taste. This will give an added impetus to our Technical Centre's efforts towards creating blends that will accelerate the globalizing of our brands."

The Brussels based organization conducts an annual competition for various spirits and wines manufactured all over the world. It is well known in the spirits and wine industry internationally for the expertise, professionalism, integrity and excellence of its sensory panel. These competitions are being held for the last 11 years. The judges panel comprises world renowned experts in the field.

Ends

