

Dated: 07-11-2025

To, BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001

BSE Scrip Code: 530305

To,
The National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block
Bandra Kurla Complex, Bandra East, Mumbai-400051

**NSE Symbol: PICCADIL** 

Subject: Earnings presentation on Unaudited Financial Results for the six months and quarter ended on September 30, 2025.

#### Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith the Earnings Presentation on the Unaudited Financial Results for the six months and quarter ended on September 30, 2025.

We request you to take the above on record.

Thanking you.

Yours faithfully,

For Piccadily Agro Industries Limited

Sd/-

Niraj Kumar Sehgal Company Secretary & Compliance Officer M. No. A8019

#### Piccadily Agro Industries Ltd.

Registered Office: Village Bhadson, Umri - Indri Road, Teh. Indri, Distt. Karnal, Haryana-132109 (India)

Corporate Office: G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: www.piccadily.com, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

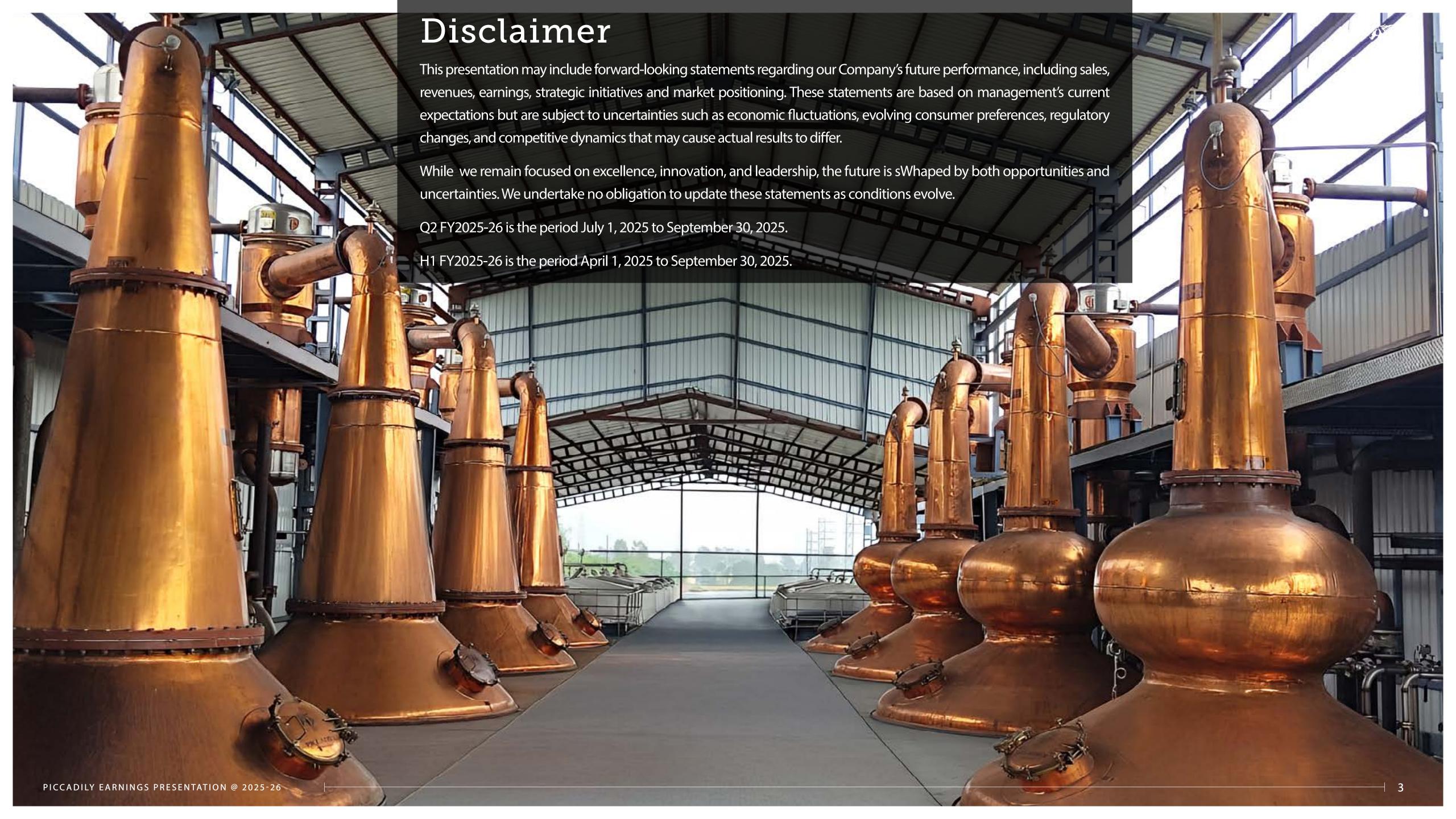
CIN No.: L01115HR1994PLC032244



Q2 & H1 FY2025-26

Earnings Presentation





# Management's Message

The company, during Q2, continued to grow its distillery business and within that its IMFL business has shown sustained demand from consumers both in India and overseas. The expansion project at Indri for Malt and ENA/Ethanol capacity has been commissioned. With continuing procurement of barrels, the company is well poised to capitalise on the increasing demand for its products. Expansions at Chhattisgarh continues to be on track. Our products continue to win prestigious awards globally.

As mentioned earlier, the company is exploring options for its sugar business along with possible organic and inorganic opportunities in the alco-bev and or ready to drink (RTD) production and distribution space in India and overseas.

Harvindar Chopra

**Managing Director** 

\*Excise approval for utilising full capacity at Indri is in progress







# Q2 & H1 FY2025-26 Highlights:

Q2

₹234.3 crore

**Total Income** 

16.2%
Y-o-Y growth

₹ 26.7 crore

PAT

7.1%\* Y-o-Y growth

**₹2.77** 

4.9% Y-o-Y growth ₹48.4crore EBITDA

11% Y-o-Y growth

20.7% EBITDA Margin

-90 bps Y-o-Y growth H1

₹464.0crore

**Total Income** 

13.0% Y-o-Y growth

₹45.4crore

PAT

₹4.74 EPS

13.9%
Y-o-Y growth

87.4 crore

**EBITDA** 

21% Y-o-Y growth

18.8% EBITDA Margin

1 80 bps Y-o-Y growth



# Financial Performance

#### Standalone Profit & loss

Standalone Financials  Particular (Figures in ₹ Cr)	Q2		Y-o-Y	Q1	Q-o-Q	H1		Y-o-Y
	FY26	FY25	Growth (%)	FY26	Growth (%)	FY26	FY25	Growth (%)
Revenue from Distillery Vertical	207.9	184.9	12.4%	162.8	27.7%	370.7	304.1	21.9%
Revenue from Sugar Vertical	24.8	15.6	59.0%	66.2	-62.5%	91	104.8	-13.2%
Revenue from Operations	232.7	200.5	16.1%	229.0	1.6%	461.7	408.9	12.9%
Other Income	1.6	1.1	45.5%	0.7	128.6%	2.3	1.7	35.3%
Total Income	234.3	201.6	16.2%	229.7	2.0%	464.0	410.6	13.0%
Expenses								
Cost of Materials Consumed	77.7	43.2	79.9%	56.9	36.6%	134.6	81.7	64.7%
Changes In Inventories	-1.8	17.2	-110.5%	55.5	-103.2%	53.7	89.6	-40.1%
Excise Duty On Sale Of Goods	20.5	15.6	31.4%	15.1	35.8%	35.6	28.3	25.8%
Employee Benefits Expense	16.0	8.9	79.8%	11.7	36.8%	28.7	17.0	68.8%
Power, Fuel etc.	15.8	9.5	66.3%	9.9	59.6%	25.7	16.2	58.6%
Other Expenses	57.7	63.6	-9.3%	41.6	38.7%	99.3	105.6	-6.0%
Total expenses	185.9	158.0	17.7%	190.7	-2.0%	377.6	338.4	11.3%
EBITDA	48.4	43.6	11.0%	39.0	24.1%	86.4	72.3	21.0%
EBITDA Margin	20.7%	21.6%	-90.0bps	17.0%	370 bps	18.6%	17.6%	120.0bps



### Financial Performance contd...

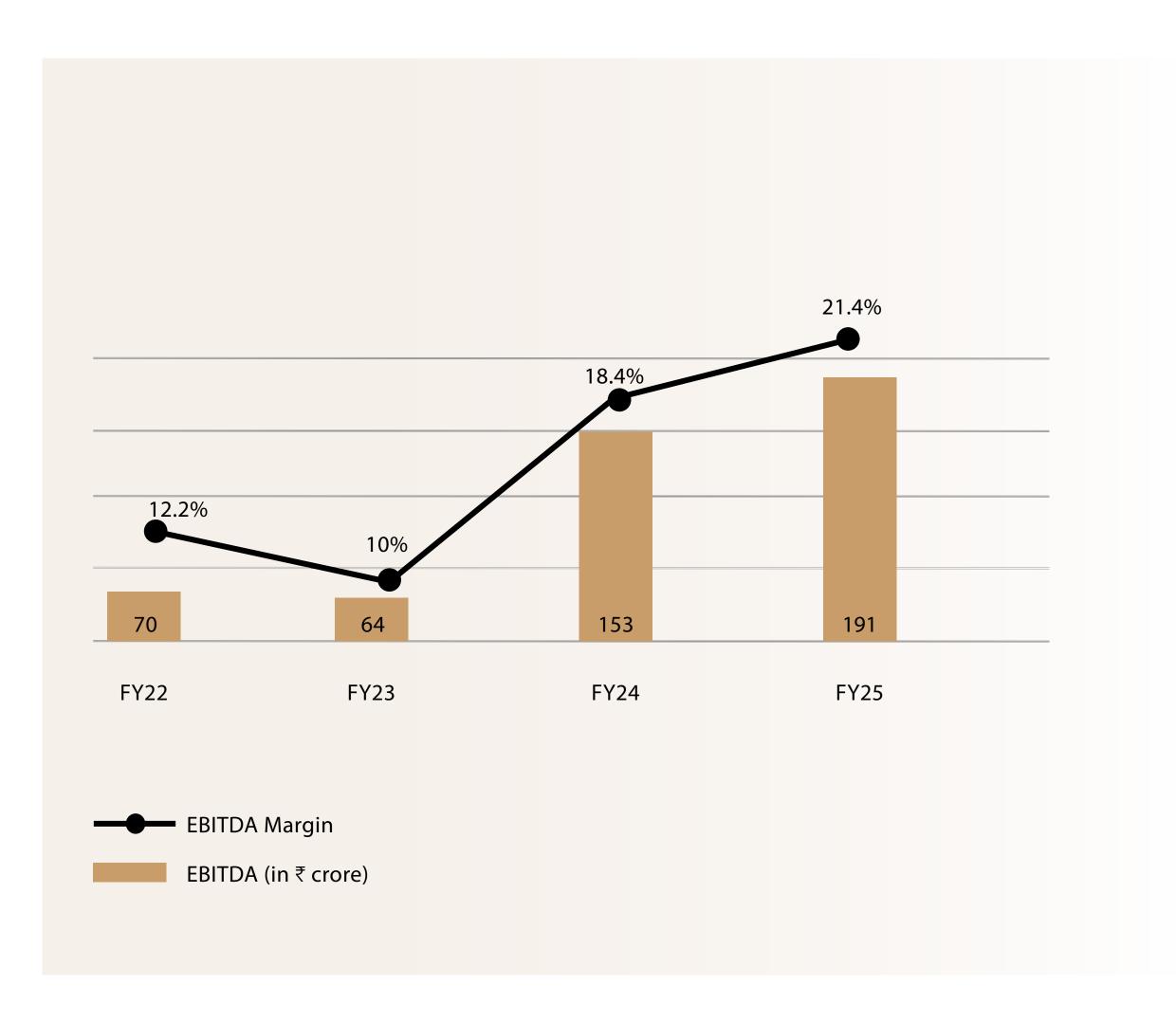
Standalone Financials  Particular (Figures in ₹ Cr)	Q2		Y-o-Y	Q1	Q-o-Q	H1		Y-o-Y
	FY26	FY25	Growth (%)	FY26	Growth (%)	FY25	FY24	Growth (%)
EBITDA	48.4	43.6	11.0%	39.0	21.5%	77.4	72.2	21.0%
Finance Costs	6.5	5.5	20.4%	8.6	-24.4%	15.1	9.5	58.9%
Depreciation And Amortization Expense	6.2	5.1	22.1%	5.1	21.6%	11.4	9.7	17.5%
Profit /(Loss) Before Tax (PBT)	35.7	33.0	8.2%	25.3	37.2%	60.9	53.1	14.8%
PBT Margin	15.2%	16.4%	- 120 bps	11.0%	380 bps	13.1%	12.9%	20 bps
Taxes	9.0	8.1	8.4%	6.4	37.5%	15.5	13.9	11.2%
Profit/ (Loss) After Tax (PAT)	26.7	24.9	7.1%	18.9	37.0%	45.4	39.1	16.2%
PAT Margin	11.4%	12.4%	-100 bps	8.2%	290 bps	9.8%	9.5%	30 bps
Earnings Per Share (EPS)	2.77	2.64	4.9%	1.98	36.4%	4.74	4.16	13.9%

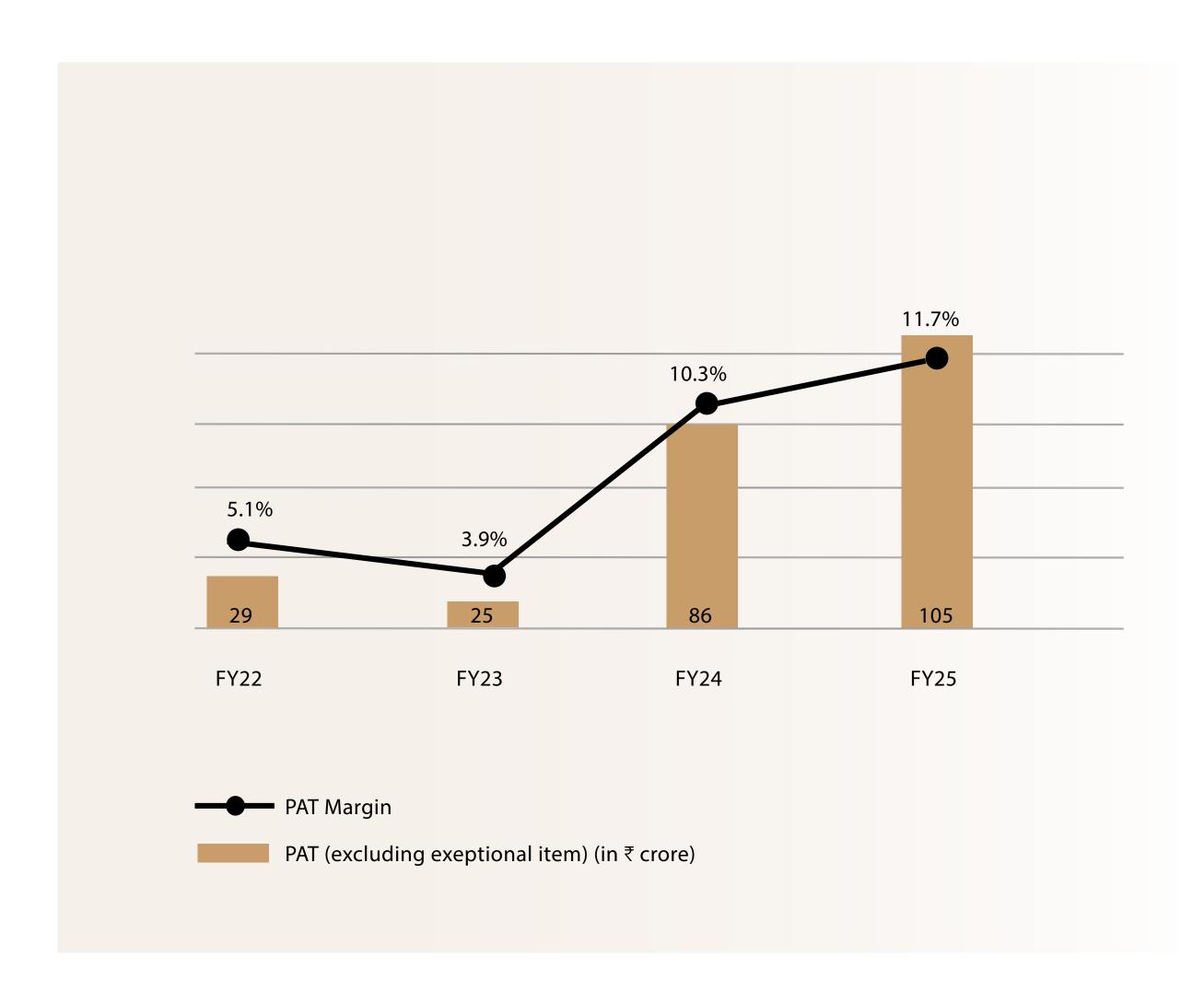
Decrease in Finance Costs in Q2 FY 26 vs Q1 FY 26 due to conversion of CCD's in to equity, lower working capital loans for sugar

Increase in Employer benefits expenses mainly due to ESOP charge of ₹ 2.97 Cr



# Profitability Trends





### Financial performance contd...

02

#### Company

- Revenue from operations grew 16.2% YoY
  - Distillery by 12.4% and sugar by 58.7%. Distillery growth expected to pick up in H2.
- EBITDA increased 11% YoY
- EBITDA margin is slightly lower due to lower share of IMFL. The IMFL sales is expected to pick up in H2.

#### Distillery

- Share of distillery products is 89% of Revenue from operations vs 90% in Q2 FY25
- Branded Alcobev / IMFL has better margins in premium and luxury category which we are focussing on. Its sales expected to pick up in H2.

H1

#### Company

- Revenue from operations grew 12.9% YoY
  - Distillery by 21.9% and sugar declined by 13.2%
- EBITDA increased 21% YoY





# Q2 & H1 FY2025-26 Business Highlights



#### Indri expansion completed

- Indri aims to be in top 5 single malts globally
- Barrels procurement on track
- Enhanced capacity of liquid along with more barrels for aging - boost supply side for Indri and all other products
- Excise approval for utilising increased capacity awaited/ expected in Q3

#### Products / Expressions launched

- Indri Agneya
- Indri Dubai City Series Edition
- Cashmir Vodka
- Indri Diwali Collector's Edition 2025

#### Strenghtened distribution

- 29 States and UT (incl CSD) in H1
- Over 24,000 Retail outlets including On Trade in India
- CSD and Paramilitary focus continues on IMFL Products

- 28 countries, 16 Indian Duty free and
   12 International Duty free focus
   continues to add more
- Participated, domestically and internationally, in Whisky & Spirits shows and events
- Curated events held for Indri and Camikara in H1
- Products continue to win prestigious international awards

#### Maturation capacity enhanced

 Number of Barrels at 77,500 additional procurement underway

#### Other updates

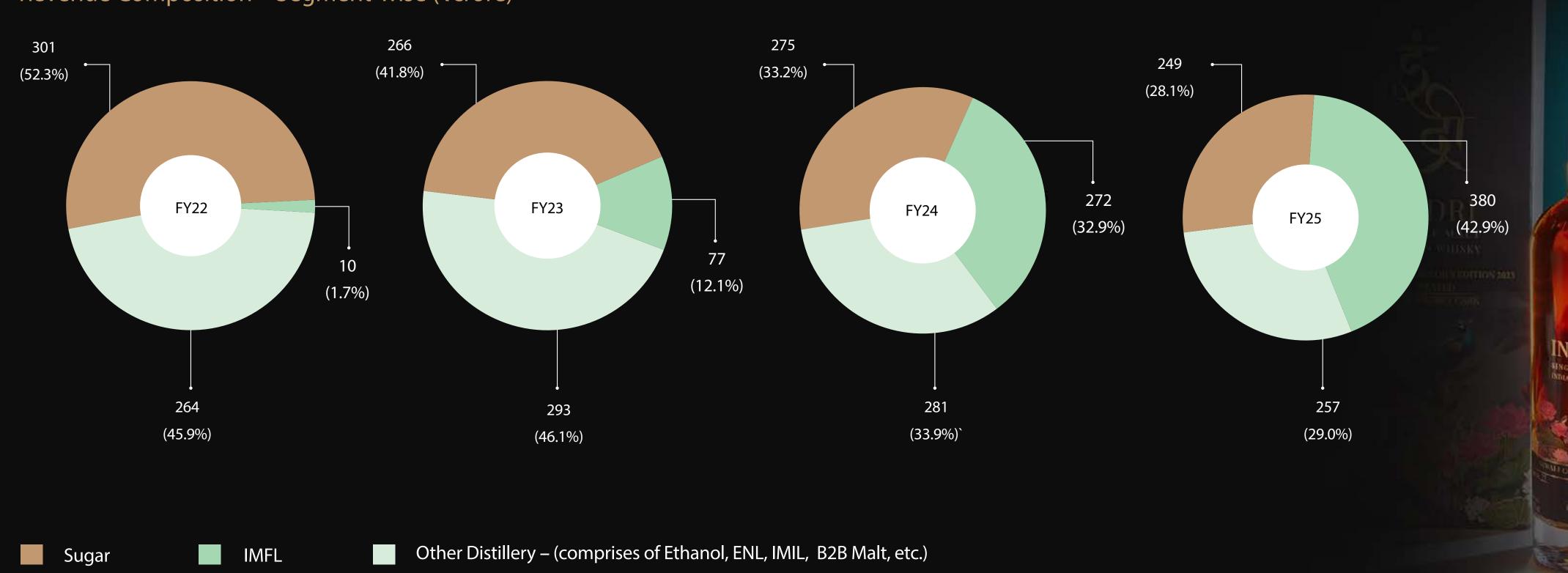
- Chhattisgarh and Portavadie expansion on track
- CCD's aggregating Rs 212 Crores converted to equity



# Moving Towards Branded and Premium Portfolio

Over the last four years, we have steadily shifted our revenue profile from bulk commodity-based sales towards branded and premium alcoholic beverages. The focus has progressively shifted towards value-added and branded Indian Made Foreign Liquor (IMFL) products.

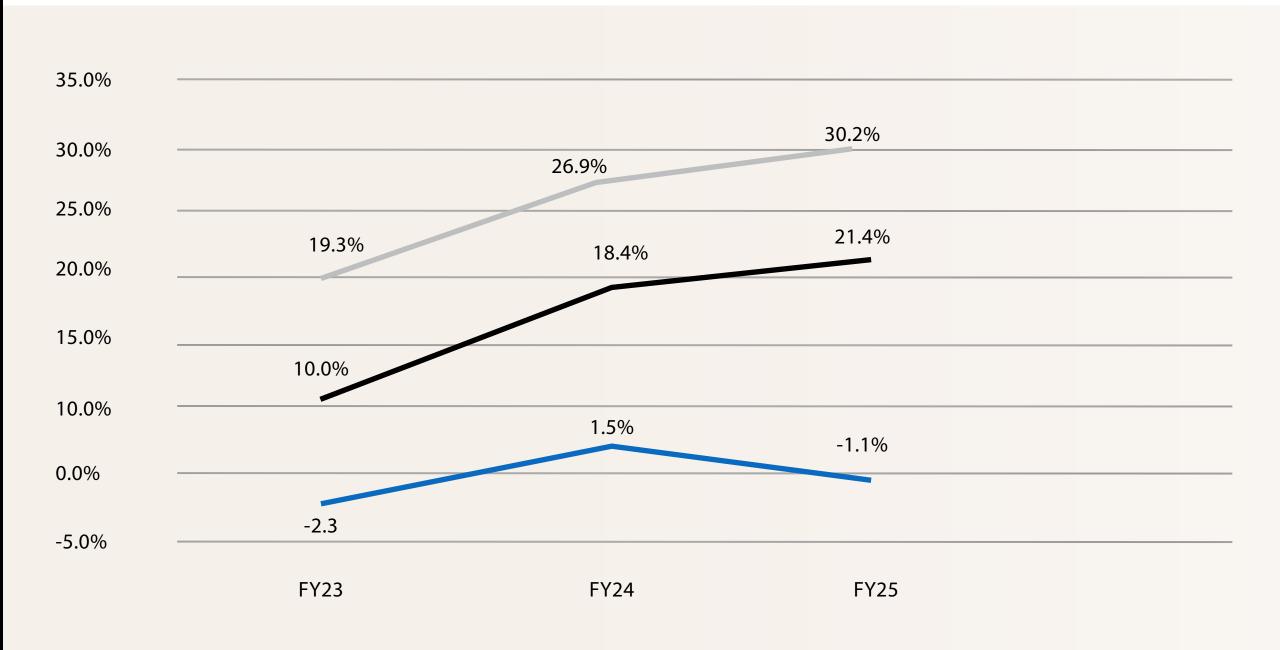








# EDITDA Margin by Business







Distillery margin will depend on share of IMFL in sales



### Growth Drivers of Premium Alcohol Market in India



#### **Premiumisation** Driven by Younger Consumers

Premium spirits continue to outperform standard categories globally due to younger consumers prioritising quality over quantity and seeking more refined drinking experiences



#### Strong Demand for **Artisanal and Craft Spirits**

Consumer interest is growing in craft and small-batch spirits, primarily driven by perceptions of authenticity, superior craftsmanship, and unique taste profiles

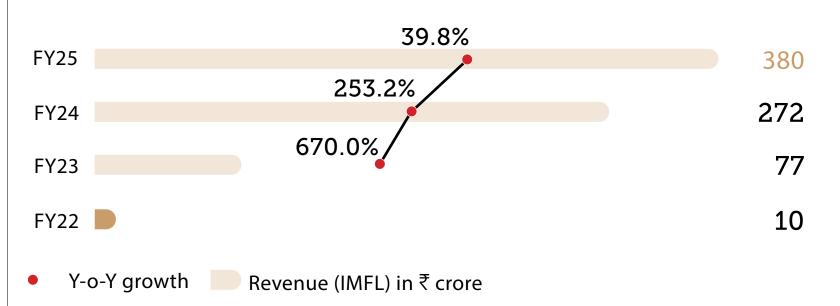


#### Ingredient and Process-led Innovation

Spirits leveraging unique ingredients, innovative distillation methods, and unusual ageing processes are increasingly attractive to consumers who seek differentiation and premium quality.



#### Revenue Premium Spirits





**CAGR** 



FY25 YoY

### Global Recognition **Influencing Consumer Choices**

International awards and recognition significantly influence consumer purchase decisions, establishing perceptions of premium quality and trustworthiness in spirits brands.



#### Rising Popularity of Experiential Drinking

Consumers increasingly prefer spirits that enhance social and special-occasion drinking experiences, prompting greater interest in premium and distinctive products.



#### **HORECA Channel Fuelling Premium Spirits Growth**

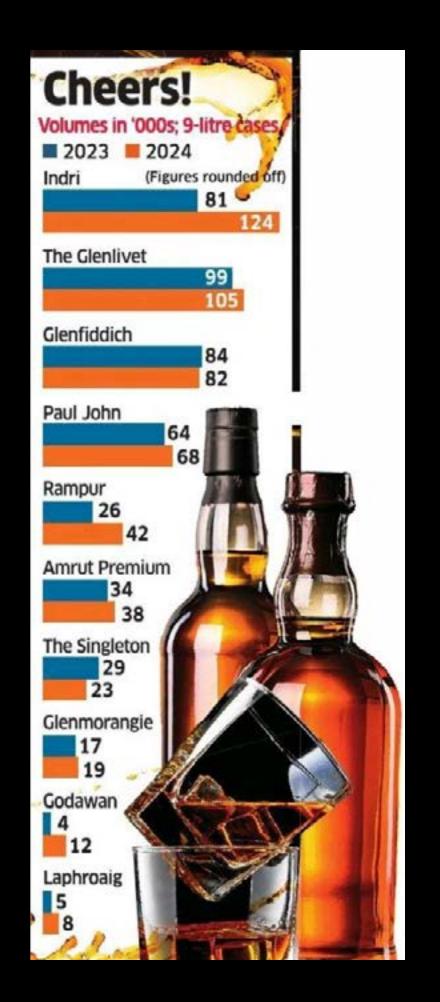
The HORECA segment remains a key channel for premium spirits, contributing over half of global ontrade revenue. Growth is driven by rising consumer demand for quality experiences and curated selections in hospitality settings

# The Rise of Indri: Leading Brand Amongst Single Malts in India, Winning Awards Globally



Indri Diwali Collectors Edition 2025 Marsala Cask Finish took top honors as the Best World Whisky at the 2025 Las Vegas Global Spirits Awards with a near-perfect 99.1 There is increasing acceptance of Indian single malts both within and outside India with Indri as the leading brand.







https://economictimes.indiatimes.com/industry/cons-products/liquor/going-indiagenous-desi-malts-take-premium-scotch-down-a-peg-or-two/articleshow/123244022.

https://www.forbes.com/sites/joemicallef/2025/09/30/indian-single-malt-whisky-ruled-the-las-vegas-global-spirit-awards/





### Introduction

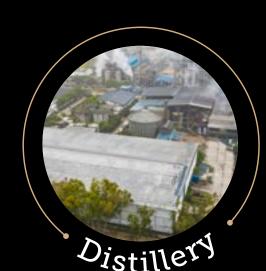
## Crafting Excellence, Redefining India's Premium Alco-Bev Landscape

Piccadily Agro Industries Ltd. (PAIL) is a name synonymous with heritage, craftsmanship and innovation. Established in 1994, it has grown to become India's largest independent producer of malt spirits. Our portfolio includes single malt whiskies, cane juice rum and a range of IMFL brands, setting new benchmarks in quality and innovation. Beyond spirits, we manufacture Ethanol, Extra Neutral Alcohol (ENA), DDGS and white crystal sugar.

With a diverse portfolio of premium alco-bev brands and more products in the offing we endeavour to define the future of niche and premium Indian alco-bev spirits in India and overseas. We plan to capitalise organic and inorganic growth opportunities to achieve the above.

#### Crafting the Future

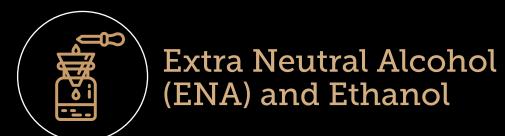
We operate across two strategic pillars, each driven by a commitment to excellence and innovation:



Blending tradition with innovation



- Capacity of 30 KLPD
- Setting new standards in quality and refinement



- Capacity of 220 KLPD\*
- Contributing to sustainable energy solutions and a greener future



Refined sugar production



Capacity of 5,000 TCD

Sugar

 Collaborating with 5,000+ farmers for sustainable sugarcane sourcing

At the heart of our operations lies a state-of-the-art manufacturing facility in Indri, Haryana, spanning 168 acres. This world-class facility seamlessly integrates cutting-edge technology to produce the above.

<sup>\*</sup>Excludes on-going expansion at Chhattisgarh



#### Introduction contd...

#### **Architects of Premium Spirits**

Piccadily Agro is at the forefront of India's evolving spirits landscape, by driving premiumization and setting new benchmarks in craftsmanship and innovation. With an insightful grasp of market dynamics and a steadfast dedication to fine craftsmanship, we cater to a select clientele who value not only quality but the artistry of innovation.

Through our flagship brands, we deliver more than just spirits; we offer an experience that transcends the ordinary where timeless tradition meets contemporary mastery. Each creation is a testament to our relentless pursuit of excellence, refining the very essence of premium and redefining the art of indulgence.

30 KLPD Malt Plant

220\* KLPD Ethanol / ENA Plant

PAN India Retail Outlets including On Trade

#### A Portfolio of Distinction



#### Single Malt Whisky

flagship brand, a trailblazer in redefining India's spirits landscape premium with unparalleled elegance and character.



Premium Sugarcane Juice Rum

that reimagines the spirit of rum, blending creativity with excellence.



Blended Malt Whisky

Camikara, a bold innovation Whistler is a barrel aged India's 1st a sophisticated balance of tradition and modernity.



Vodka

Premium Vodka blended malt whisky offering Made From Sona Moti, A 2000-Year-Old Rediscovered Indigenous Organic Wheat To India

<sup>\*</sup>Excludes on going expansion at Chhattisgarh



# Our Journey

2025

2024



Launch of Cashmir

Launch of Series

Launch of Indri Diwali Collectors

Indri Diwali won the

2022

Introduced Indri single malt whisky

Launched Camikara 12-Year-Old



2023

Expanded the Indri portfolio with Dru and Diwali 2023 **Edition** 

Indri Diwali 2023 Edition received the World's Best Whisky Award

Introduced Camikara 8-Year-Old for international markets



Released Indri Diwali Collectors Edition 2024

Rolled out Indri City **Series Editions** 

> Launched Camikara 3-Year-Old

Fund raise and capacity expansion commenced



Indri Agneya & Dubai City

Edition 2025

Collectors Edition 2025 World's Best Whisky Award

2010

2007



Commissioned a grain-based distillery



Established a malt distillery and began barrel maturation



2017

Entered the branded alcoholic beverage segment with the launch of Whistler

aged rum

1994

Commenced

operations

with a sugar

manufacturing

unit



### From Local to Global:

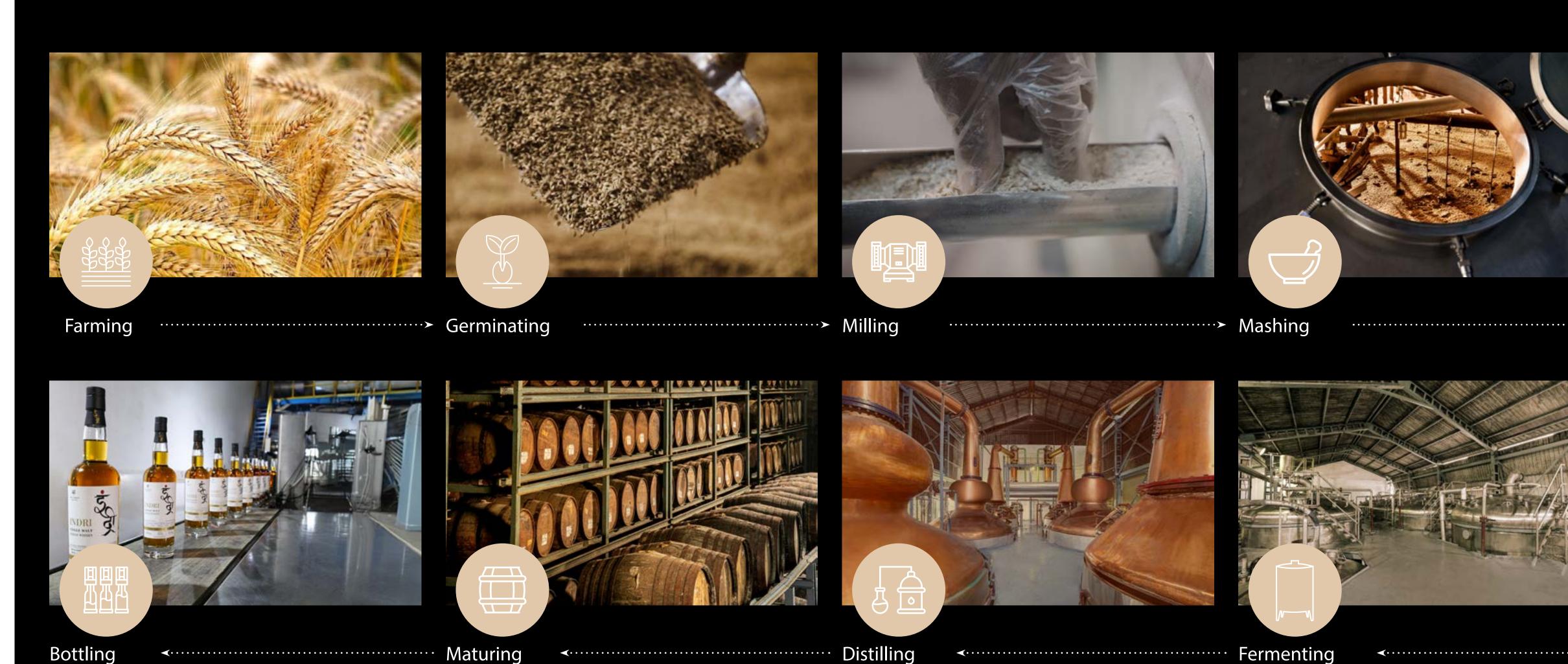
# A Journey of Excellence



Map not to scale. Only for representation purpose



# Malt Manufacturing Process





# Indri - Raising The Bar:

# A Spirit Designed to Inspire

Indri is one of the most awarded Indian single malt whisky in the world. Launched in 2022, it has quickly become the fastest-growing single malt globally, earning over 50 prestigious accolades, including 'Best Indian Single Malt' and 'Best Whisky In The World.' Produced in Indri, a small village in Haryana, using premium 6-row Indian barley from Rajasthan, showcases Indian excellence and innovation.

























### Camikara

Camikara, derived from the Sanskrit word meaning "liquid gold," is India's first Pure Cane Juice Premium Aged Rum, redefining the country's rum legacy. Aged in American oak barrels, Camikara stands apart with no added colors, flavors, sugar, or spices, delivering a truly authentic and refined experience.

#### Camikara RUM 12 YO



- Aged for 12 years in American oak barrels.
- Bottled at 50% ABV, offering a rich, complex, and smooth tasting experience.
- Available in select Indian and international markets.

#### Recognitions

The 1<sup>st</sup> Indian Rum to ever win a gold medal at the prestigious IWSC wards 2023, with 95 points.

2023 Bartender Spirits awards - GOLD.

The Spirits Business Global RUM & CACHACA Masters - GOLD 2024.

#### Camikara RUM 8 YO



- A rare, 8-year-aged pure cane juice rum, offering a deep and aromatic profile.
- Aged in American oak barrels for a well-rounded character, with an ABV of 42.8%, delivering a smooth and balanced whisky experience.
- Available in select international markets.

#### Recognitions

The 1<sup>st</sup> Indian Rum to Ever win a Gold Medal at the Global RUM & CACHACA Masters 2024

USA Spirits ratings - Silver 2024

#### Camikara RUM 3 YO



- Aged for 3 years in American oak barrels and bottled at 42.8% ABV, shattering the myth that rum is only a seasonal spirit.
- Launched Pan-India in On-Trade channels.

#### Recognitions

The 1st Indian Rum to ever win a Silver medal at the Global RUM & Cachaca Masters 2024

Camikara 3 YO: Bronze at London Spirits Competition



### Camikara Mixers

Introducing the all-new Camikara Non-Alcoholic Mixers in two vibrant flavours – Mojito and Mai Tai. Expertly crafted to elevate every pour, these tropical mixers capture the essence of iconic cocktails. Camikara mixers deliver a premium, bar-quality experience—bringing the spirit of indulgence home, one exquisite sip at a time.



Camikara Mai Tai

Camikara Mojito

Camikara-VAP





Whistler Whisky is a testament to barrel ageing, maturation and the art of blending. Inspired by the Whistler warbler, a rare and elusive song bird Indigenous to Indri, the home of our distillery in Haryana. This enchanting songbird enthralls us with its melody & vibrant colours—this whisky is the embodiment of the true spirit of this bird giving an unforgettable experience with every sip.

The finest matured malts and grain spirits are carefully selected by our master blender, nurtured and patiently aged in oak wood barrels to develop a remarkable depth in flavour and refinement on the palate. The result is an exquisite balance of intricate layers of flavour which offers you an extremely smooth and mellow whisky.

Like the call of the Whistler bird, this whisky resonates beyond the glass, its rich and nuanced notes echo long after the last drop. Whistler Whisky is more than a drink—it's an experience waiting to be savoured.

# YOUR TRUE SPIRIT





# Mastery in Every Sip: Premium Spirits Across Price Segments



### Recent Launches









In the heart of the Himalayas, where time lingers and nature whispers, lies a land of profound beauty—Kashmir. A place where every petal, leaf and ripple tells a story. Serene, poetic, untamed— It is from this land of quiet grandeur that Cashmir Vodka draws its soul.

Crafted from Sona-Moti, a 2000-year-old rediscovered organic Indian heritage wheat, Cashmir embodies purity from the very start. What truly sets it apart is the pristine water sourced from the Kashmir Valley—renowned for its untouched clarity, natural mineral content and glacial origins—bringing unmatched freshness and purity to every sip. Cashmir is distilled seven times (7x) to achieve an exceptional level of clarity and smoothness, resulting in a refined vodka that is velvety on the palate and clean in finish.

Each bottle is a canvas of memories. Cashmir isn't just vodka—it's a story in a bottle.

Pure. Poetic. Unforgettable.





TIMES

27

Date of launch 23.5.25



# INDRI THE CITY SERIES DUBAi

#### EXCLUSIVELY BOTTLED FOR DUBAI DUTY FREE

Indri Single Malt Indian Whisky proudly introduces 'The City Series' featuring an exclusive Single Cask expression crafted for city specific travel retail. This remarkable release reflects Indri's unwavering commitment to quality and artisanal craftsmanship. Each city expression pays tribute to the iconic landmarks, seamlessly integrating them into the packaging to enhance the whisky's narrative and connection to its cultural roots.

addition to the global whisky landscape. Each element of this release beautifully showcases Indri's dedication to excellence, making it a must-try for all whisky enthusiasts and for those seeking an experience.

The City Series' not only celebrates cultural richness but also positions itself as a distinctive



OLOROSO SHERRY CASK

SAUTERNES Date of launch 05.8.25 CASK FINISH

PICCADILY EARNINGS PRESENTATION @ 2025-26

SINGLE MALT

INDIAN WHISKY

THE CITY SERIES

**EXCLUSIVELY BOTTLED FOR** 

DUBAI DUTY FREE

102.4° Pro

PRODUCT OF INDIA





# WHEN FIRE FINDS IT'S PURPOSE

GREATNESS IS BORN

Agreement convokers then described by the Names—and the observed, had the observed.

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Date of Launch 24.07.25

MARKETY L





#### **DIWALI COLLECTOR'S EDITION 2025**

#### MARSALA CASK

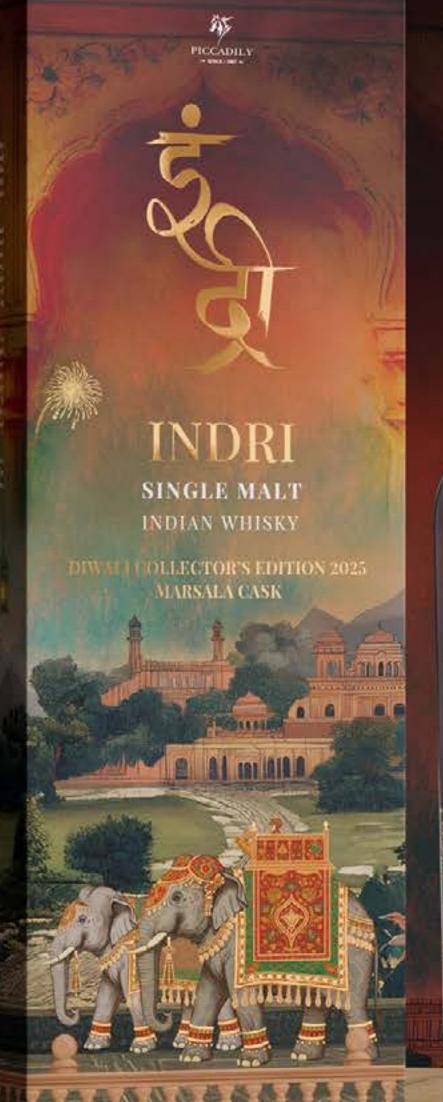
The Diwali Collector's Edition 2025 is a celebration of India's vibrant spirit, encapsulating the essence of Diwali through an artfully crafted whisky experience. The intricate artwork on this exclusive release captures India's rich landscapes and timeless beauty, blending tradition with modern elegance which echo the festive spirit of Diwali, symbolising light, culture and joy.

Crafted in small batches, this rare expression is finished in hand-selected Marsala wine barrels sourced from boutique wineries across Sicily, renowned for their unique, characterful wines. It is a confluence of Indian soul and Italian elegance.

Distilled from Indian six-row barley in traditional copper pot stills, the whisky is matured in the subtropical climate of northern India, allowing it to develop a rich and distinctive profile.

The result is a sensorial delight—elegant vinous sweetness intertwined with subtle notes of nutmeg, vanilla, dark chocolate and ripe red berries, culminating in a lingering finish that leaves you yearning for the next sip.

Date of Launch 03.10.25







# Charting the Path to Excellence: Our Strategic Vision



- Distillery segment continues to grow
- Indri Diwali Collectors's Edition 2025 launched and it won Best World Whisky with a near-perfect 99.1 score at Las Vegas Global Spirit Awards in September 2025.
- Product development underway for more spirits in the premium and luxury category



- Distribution being strenghtened domestically and internationally
- Additional products launched and those in pipeline will help improve trade acceptance
- Focus on CSD, Paramilitary and export continues
- Whistler (blended Malt whisky) is being well received



#### Accelerate Growth

- Expansion at Indri completed excise approval for utilising capacity awaited, expansions at Chhattisgarh and Portavadie on track
- Focus on processes and automation to support growth ambitions
- Exploring inorganic growth opportunities in other spirit categories including indigenous and Ready-to-Drink (RTD).



## Financial Stability

- CCD's converted to equity on September 9, 2025.
- Exploring options for Sugar business continues





Scaling for the Future:

Expanding Horizons, Strengthening

Capabilities



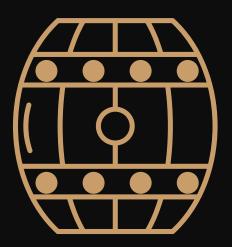
Indri, Haryana

Expansion completed (excise approval for utilising capacity awaited) to increase distillery capacity from 78 KLPD to 220 KLPD for ENA and from 12 KLPD to 30 KLPD for malt.



Mahasamund, Chhattisgarh

A 210 KLPD distillery for ENA, Ethanol boosting domestic production.





Indri, Haryana

Barrel storage capacity being scaled up from 45,000 to 100,000 barrels.



Portavadie, Scotland

New Malt distillery, marking our global expansion.



# Expansion Update





#### Milestones:



Board approval



tie up



Commencement of construction /installation



Machinery order



Completion of construction /installation



Trial runs



Statutory approvals



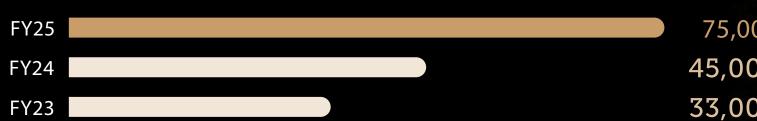
Commissioned

- Completed
- Work-In-Progress
- Pending

#### Highlights

- Expansion completed to increase distillery capacity from 78 KLPD to 220 KLPD for ENA and from 12 KLPD to 30 KLPD for malt.
- Excise approval for utilising capacity awaited/expected in Q3
- Barrels at 77,500+ as at September 30, 2025 and Procurement ongoing to increase to 100,000 by March, 2027
- Barrel warehousing capacity enhanced

#### Barrels Purchase Progress





PICCADILY

SHEHRIAN



### Expansion Update contd.

Mahasamund, Chhattisgarh



#### Milestones:



Board approval



Land acquisition



Funding tie up



Commencement of construction /installation



Machinery on site

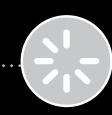


Completion of construction /installation

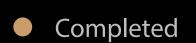




Trial runs



Statutory appovals



- Work-In-Progress
- Pending

#### Highlights

- Setting up of 210 KLPD distillery for ENA, Ethanol on track
- Expected to be commissioned in H2 FY26



PICCADILY





### Expansion Update contd.

Portavadie, Scotland



#### Milestones:



Board approval



acquisition



Statutory appovals



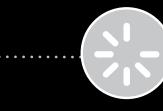
Funding tie up



Commencement of construction /installation



Machinery order



Completion of construction /installation



Trial runs



Commissioning

#### Highlights

- Evaluation of suitable plant and machinery in progress
- Likely commissioning in FY27
- Presence in Scotland provides access to single malt industry - events, players, expertise, channels

- Completed
- Work-In-Progress
- Pending





# Marketing and Promotion - Domestic, International and Duty free

## Building Brand Presence - Camikara

Camikara isn't just tasted — it's experienced. From intimate tastings to immersive brand showcases, every event brings the spirit of craftsmanship, authenticity and modern India to life.

















# Building Brand Presence - Indri

Creating high-impact tasting sessions and immersive brand experiences, Indri is redefining how the world discovers Indian single malt — driving awareness, aspiration and advocacy across global markets.



















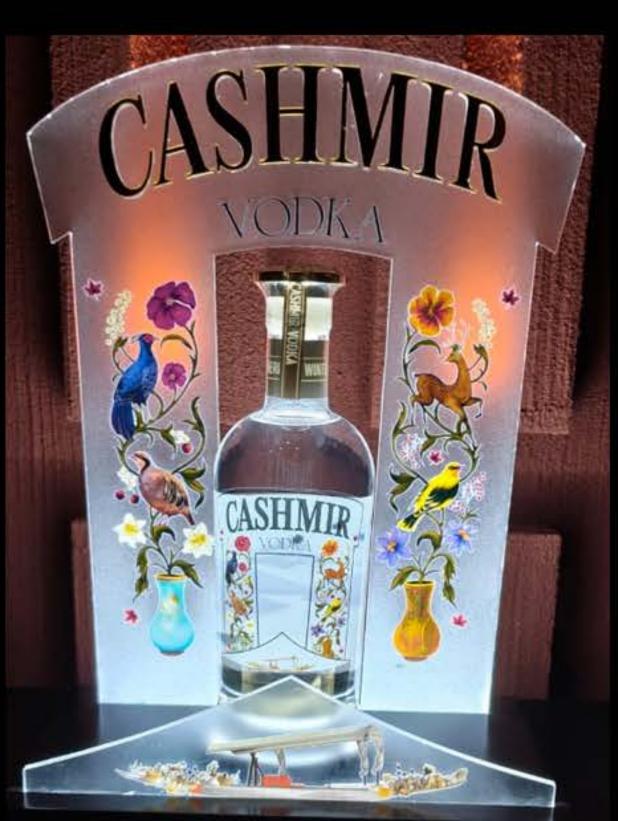
# Building Brand Presence - Cashmir

Our focused marketing efforts across tastings, collaborations, trainings have strengthened brand visibility, supported trade relationships and accelerated consumer trials.



















# Building Brand Presence - Whistler

Strategic in-shop and wall bay branding initiatives have strengthened Whistler's visibility at key retail touchpoints, driving consumer awareness and recall at the point of purchase.

















# Building Brand Presence – International Markets

Strategic international activations- from trade shows to curated tastings and private dinners, strengthening brand visibility, expanding networks and opening new market opportunities.

















# Expanding Premium Reach Through Duty-Free Channels

Strategic branding across domestic and international duty-free locations has strengthened the brand's visibility among high-value travelers, driving awareness, trial and incremental revenue in key global markets















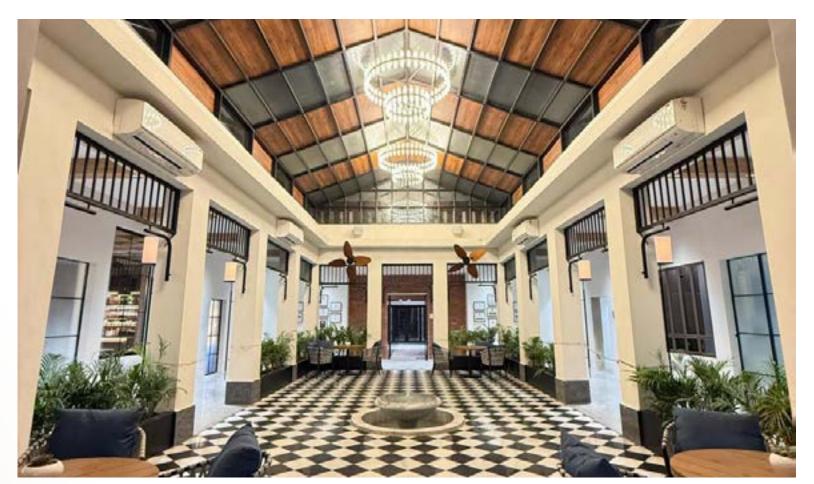
# Indri Experience Centre

Indri Experience Centre launched in Haryana to offer an immersive introduction to whisky making and tasting, enhancing consumer engagement and brand visibility.

- Includes guided tours, curated tastings and interactive exhibits
- Features sustainable architecture inspired by Northern Indian havelis
- Includes recreational golf greens to support premium positioning
- Built with scalability to support future brand growth.
- 3-4 hours from Delhi or 2-3 hours from Chandigarh, by road.













# Awards and Recognition: Q2 - H1 FY2025-26



#### Indri- Dru



World best whisky award - Miami Global Spirits Awards 2025



Platinum - Miami Global Spirits Awards 2025



Silver - 93 Points
- New York
International Spirits
Competition 2025



Silver at International Spirits Competition 2025 by A.D.I.



Indri-Trini



Silver - Miami Global Spirits Awards 2025



Gold - 95 points, New York International Spirits Competition 2025



Best of Category at International Spirits Competition 2025 by A.D.I.



Silver at International Spirits Competition 2025 by A.D.I.



India Whisky Of The Year - New York International Spirits Competition 2025



Indri- Agneya



Gold - Asia World Spirit Competition - The Tasting Alliance



Gold Medal - Global World Whisky Masters-The Spirits Business



Double Gold - New York World Spirits Competition 2025



Indri- DCE '25



Gold Medal - Global World Whisky Masters-The Spirit Business



Indri DCE'24 - Gold at Tokyo Whisky and spirits Competition 2025



Best World Whisky -Las Vegas Global Spirits Award 2025



# Awards and Recognition: Q2 - H1 FY2025-26



#### Cashmir Vodka



Gold - Global Vodka Masters 2025 - The Spirits Business



#### Camikara 12 YO



Silver - 89 points, Australian International Rum Awards 2025



#### Camikara 8 YO



Silver - 89 Points, Australian International Rum Awards 2025



Silver at Tokyo Whisky and Spirits Competition 2025



Camikara 3 YO



Bronze - 77
Points, Australian
International Rum
Awards 2025



Silver at Tokyo Whisky and Spirits Competition 2025

