



## PRESS RELEASE

# INDRI CROWNED NO.1 SINGLE MALT; SETS A HISTORIC RECORD BY SELLING OVER 2 MILLION BOTTLES

Indri Continues To Be The Fastest Growing Single India Malt Brand Globally



**New Delhi, August 27, 2025** — In a historic feat that reinforces India's growing presence on the world whisky map, Indri's growth is powering the Indian single malt story and has once again emerged as the fastest-growing single malt brand in the world for the second year running. **The sales of our very own homegrown single malt, Indri, touched 2.04 million bottles (1,70,000 9L cases) in the calendar year 2024, making it the largest-selling single malt in India and the fastest-selling Indian single malt globally.** Indri sold 1,24,000 cases in India (domestic sales) and 46,000 cases in overseas markets (export sales), making it the first Indian malt brand squarely positioned to compete with global giants on the world stage.

[The International Wine & Spirits Record \(IWSR\)](#), the most trusted and authentic source of data for alcohol consumption worldwide, has anointed Indri as the **“Number 1 Malt Whisky in India”**, ahead of both global and domestic heavyweights by a wide margin.

“For us, it has always been about liquid quality and customer satisfaction. We have strived to make a single malt that is second to none, while staying true to our heritage and provenance, and keeping Indian ingredients at the core of all our products. We set out to prove to the world that India, too, can produce exceptional spirits and create brands that shine on the global stage. Seeing Indri achieve this feat of selling 2.04 million bottles (1,70,000 9L cases) in 2024 strengthens our belief that our ambition to be

### **Piccadily Agro Industries Ltd.**

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among the top single malts in the world is not just a dream but a reality unfolding before us. The sales volume isn't just a number; it's an endorsement of our quality and the value we bring to consumers. It makes us proud—not just as a brand, but as Indians—to see our single malt whisky stand shoulder-to-shoulder with the best in the world,” said **Praveen Malviya, CEO (IMFL), Piccadily Agro Industries Limited.**

Indri's standout expressions—the three-wood matured **Indri-Trini**, cask strength **Indri-Dru**, the iconic **Indri Diwali Collector's Editions** (one of the few whiskies that commands a huge premium on the secondary market), and the ultra-premium **Indri Founder's Reserve 11YO**—have been consistently winning gold medals and top honours, including the title of “Best in the World” at prestigious global spirits competitions.

Indri's success can truly be attributed to its unique flavour profile that is imparted by local barley and the distinctive terroir for which we are deeply grateful to our weather, land and country.

With consistent achievement, both maintaining quality and increase in its numbers, Indri continues to be steadfast in its mission to become one of the top 5 selling single malt brands in the world in the coming years.

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#### **Stock Ticker:**

**BSE (PICCADIL | 530305 | INE546C01010)**

<https://www.bseindia.com/stock-share-price/piccadily-agro-industries-ltd/piccadily-agro-inds/530305/>

**NSE Piccadily Agro Industries Limited (INE546C01010)**

<https://www.nseindia.com/get-quotes/equity?symbol=PICCADIL>

#### **About Piccadily Agro Industries Limited (PAIL)**

Piccadily Agro Industries Limited (PAIL) is a publicly listed company and operates primarily in two strategic business segments: Distillery and Sugar. Its manufacturing facility is located in Indri, Haryana, covers 168 acres and is equipped with advanced technology for producing a diverse range of products, including Malt, Extra Neutral Alcohol (ENA), Ethanol, and White Crystal Sugar.

Piccadily Agro Industries Limited has established itself as a key player in the alcoholic beverages industry, particularly renowned for its expertise in malt spirits. The company boasts a robust portfolio that includes premium expressions of Indri single malt whisky, blended malt whisky brands and Camikara, premium sugarcane juice aged rum.

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In 2022, Piccadily Agro Industries Limited made a significant mark with the launch of 'Indri' its flagship single malt whisky brand, aimed at catering to discerning consumers who appreciate quality and craftsmanship in spirits. By focusing on premiumization strategies and leveraging its technical capabilities, the company has successfully positioned itself as a leader in the Indian single malt whisky market by becoming the 'fastest growing single malt whisky brand' in 2024.

**Website:** [www.piccadily.com](http://www.piccadily.com)

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