



PICCADILY

— SINCE 1967 —

PRESS RELEASE

INDRI TAKES ‘THE CITY SERIES’ GLOBAL WITH EXCLUSIVE LAUNCH OF LIMITED-EDITION DUBAI DUTY FREE SERIES

Unveils Two Distinct Single Cask Expressions – Sauternes Cask and Oloroso Sherry Cask – Bottled at 58.5% ABV

**INDRI CITY SERIES
EXCLUSIVELY BOTTLED FOR DUBAI DUTY FREE**



5th August '25, New Delhi: After a successful debut in India, *Indri Single Malt Indian Whisky* proudly takes its celebrated limited edition ‘City Series’ global with an exclusive launch of **Dubai Duty Free Series**. This special edition features two distinct and exclusively crafted **Single Cask expressions** — **Sauternes Cask** and **Oloroso Sherry Cask** — each bottled at a bold **58.5% ABV**, created specifically for discerning global travellers, whisky connoisseurs and collectors at one of the world’s busiest international airports.

Adding to the exclusivity, **each bottle is individually numbered** with only **210 bottles of the Sauternes Cask** and **348 bottles of the Oloroso Sherry Cask** available worldwide. These rare expressions are a true collector’s delight, showcasing Indri’s signature craftsmanship and India’s rising prominence in the world of fine single malts.

The **Indri Dubai Duty Free Limited-Edition Series** is a tribute to the vibrant cultural mosaic and contemporary elegance of Dubai. From the aromatic profile that echoes the city’s bustling souks, tranquil desert vistas and opulent skyline to the intricate packaging that features its iconic landmarks, this expression is a sensorial homage to the spirit of the metropolis.

“Crafting the City Series has been a journey of storytelling through flavour. For the Dubai editions, we wanted to capture the city’s dual essence — its deep-rooted traditions and its modern, global outlook. Both the Oloroso Sherry and Sauternes cask expressions reflect that harmony through bold character, complexity and elegance. These are not just whiskies, they are our tribute to Dubai in a bottle.” said **Surrinder Kumar**, Master Blender, Piccadily Distilleries.

Piccadily Agro Industries Ltd.

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

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CIN No.: L01115HR1994PLC032244



“With the City Series, we aim to create rare experiences through our whiskies by capturing the soul of great cities around the world. Dubai, with its global flair and cultural richness, was a natural choice for our first international release,” said **Madhu Kanna, Head International Business, Piccadily Distilleries**

The **Indri City Series Oloroso Sherry Cask expression**, bottled at 58.5% ABV, opens with a rich nose of sweet caramel, subtle smoke, and hints of leather, vanilla, dried fruits, and roasted nuts. On the palate, it reveals a warm, fruit-forward character with layers of toffee, gentle spices, elegant nuttiness, and earthy undertones. The finish is long, sweet, and delicately smoky, leaving a refined and lingering impression.

The **Indri City Series Sauternes Cask expression**, bottled at 58.5% ABV, offers a rich nose of dried apricot, peach, honey, and roasted nuts, with soft vanilla and a sweet, fruity cupcake-like aroma. The palate unfolds with layers of honey, butterscotch, dry apricots, and roasted nuts, enhanced by notes of pineapple, gentle oak, and warm spice. The finish is medium to long, leaving a lingering sweetness balanced by subtle oak and a vibrant fruity lift.

Launched as part of Indri's premium travel retail strategy, the **City Series** is a collection of **exclusive Single Cask** releases celebrating major global cities. Each edition is uniquely designed and bottled for a specific city, offering whisky lovers and collectors a taste of place through world-class Indian single malt.

Following the successful Bengaluru Duty Free edition, Indri continues to make bold strides in international markets, firmly establishing itself as one of the most exciting new names in global whisky.

Price – USD 150 approx.

Availability – Dubai Duty Free, Arrival and Departure Terminals, Dubai International Airport

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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.

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

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