



PRESS RELEASE

CASHMIR - INDIA'S 1ST SMALL-BATCH ORGANIC VODKA WINS 'GOLD' AT THE VODKA MASTERS 2025



New Delhi, 9th September 2025 — India's first premium small-batch organic craft vodka, **CASHMIR**, has achieved a landmark victory by winning **Gold** at **The Vodka Masters 2025** by **The Spirits Business**. This historic achievement marks the **first-ever international gold medal for a premium Indian organic small-batch vodka brand**, putting India firmly on the global vodka map.

Launched in May 2025 by Piccadily Distilleries, CASHMIR vodka marks a bold new chapter for India's spirits industry. At its heart lies Sona Moti—a rare, 2,000-year-old organic heritage winter wheat that once thrived in northern India but had nearly vanished into extinction. After six years of dedicated revival, this ancient grain was painstakingly brought back to life, with enough cultivated to distill a small batch. Non-GMO, non-hybrid, and fully organic Sona Moti, revered as the *"Golden Pearl"*, forms the soul of a vodka unlike any other in the world.

CASHMIR undergoes a 7X distillation for unparalleled purity and a 5X precision filtration through activated carbon, mango charcoal and layers of platinum, gold and silver. This refined process results in remarkable clarity and an exceptionally smooth, velvety finish. Finally, it is blended with pristine glacial water from the Kashmir Valley, celebrated for its natural purity and mineral balance, to create a vodka that is crisp, clean and luminous in character. With zero sugar and no artificial flavours, CASHMIR vodka is 100% vegan and crafted with complete transparency. A seamless fusion of heritage, innovation and authenticity, CASHMIR Vodka elevates Indian craftsmanship onto the world stage.

Piccadily Agro Industries Ltd.

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CIN No.: L01115HR1994PLC032244



Speaking on this historic achievement, **Shalini Sharma, Head of Marketing, Piccadily Agro Industries** said, “This recognition is a victorious moment for CASHMIR and a proud triumph for India. It demonstrates that India can not only match but truly surpass the world’s finest in vodka craftsmanship. CASHMIR, India’s first premium organic small-batch vodka, is born from world-class distillation and is deeply rooted in India’s terroir. With Sona Moti, we have once again championed innovation, bringing back a grain steeped in history and reimagining it for a new era of luxury spirits. CASHMIR is not just another vodka; it is liquid proof of India’s unstoppable rise in the global luxury landscape.”

The Vodka Masters, organized by The Spirits Business, represents one of the most rigorous and respected competitions in the global spirits industry. The competition evaluates multiple vodkas from around the world through rigorous blind tastings conducted by expert panels comprising master distillers, spirits writers and industry professionals. The Organic category specifically recognizes vodkas that demonstrate exceptional quality while maintaining organic production standards – a testament to Cashmir's commitment to pure, additive-free craftsmanship.

With this accolade, CASHMIR Vodka cements its position as a category-defining spirit, signalling a new era where Indian craft is not just competing globally, but leading it.

Find the complete list of winners of The Vodka Master 2025 Awards [here](#).

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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 Cashmir Vodka

Launched in May 2025, CASHMIR Vodka is India’s first premium small-batch organic vodka, crafted from the rare heritage grain Sona Moti and pristine Himalayan glacial water by Piccadily Agro Industries Limited, a public listed company. This spirit celebrates purity, authenticity and uncompromising craftsmanship. Inspired by Kashmir Valley's untouched serenity, CASHMIR uses the finest Sona Moti winter wheat - a 2000-year-old organic grain known as the *Golden Pearl* - and mineral-rich glacial water from Kashmir's pristine springs. Through 7X distillation and 5X precision filtration, it delivers a velvety texture and clean finish that redefines sophistication. Every sip captures exceptional balance and refinement, embodying the serene essence of a land that has stirred imaginations for centuries.

Website: www.cashmirvodka.in

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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, Camikara – India's 1st pure sugarcane juice aged rum, Cashmir Vodka and blended malt whiskies.

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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