



## PRESS RELEASE

### IN AN EXCLUSIVE COLLABORATION, INDRI AND THE DRAM CLUB UNVEIL INDRI RUDHIRA — INDIA'S FIRST SINGLE MALT MATURED IN PINEAU DES CHARENTES CASK

Indri Rudhira introduces a new cask maturation style to Indian single malt, bringing together innovation, rarity and craftsmanship



**24<sup>th</sup> March'26, New Delhi – Indri Single Malt Whisky**, India's fastest-growing single malt, in an exclusive first-ever collaboration with **The Dram Club**, India's largest & most vibrant Whisky community, proudly unveils **Indri Rudhira — India's first-ever single malt matured in Pineau des Charentes casks**.

With only **252 individually numbered bottles**, **Indri Rudhira stands as one of the rarest expressions ever released by any Indian brand**. Created in collaboration with The Dram Club, Rudhira is crafted for collectors and enthusiasts seeking something truly exceptional.

A style never before explored in the country's single malt landscape, Rudhira is a lightly peated whisky matured in Pineau des Charentes casks. This pioneering expression reflects Indri's spirit of innovation and its commitment to pushing the boundaries of Indian single malt. Crafted in the village of Indri in Haryana, Rudhira brings together smoke, fruit and oak in bold harmony. The result is a whisky that is complex yet harmoniously balanced — nuanced, layered and distinctly refined.

“Rudhira represents a new chapter for Indri and for Indian single malts. By becoming the first distillery in India to create something truly unique in this space, we have stepped into an uncharted territory in whisky making. This was never just about releasing a limited edition — it

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CIN No.: L01115HR1994PLC032244



was about challenging convention and reimagining what Indian single malts can achieve. Our collaboration with The Dram Club gave us the opportunity to craft a whisky that combines innovation with rarity — an expression that reflects both Indri’s pioneering spirit and our commitment to pushing the boundaries of Indian single malt.” said **Shalini Sharma, Head of Marketing, Piccadily Agro Industries Limited.**

“The Dram Club was built around the idea of bringing whisky enthusiasts together to explore and appreciate great drams. With Rudhira, we had the opportunity to go beyond experiences and collaborate on a unique expression with Indri. The result is a limited release that reflects curiosity, craftsmanship and the growing appetite among Indian whisky lovers for distinctive and collectible single malts.” said **Swati Sharma, Co-Founder, The Dram Club.**

### **Tasting Notes**

**Nose:** Elegant and layered, with notes of ripe orchard fruits and stone fruits interwoven with honeyed sweetness, dried apricot and subtle floral tones, gently lifted by soft peat smoke and toasted oak.

**Palate:** Rich and full-bodied, revealing flavours of caramelised fruits, vanilla and warm spice, balanced by delicate peat smoke and oak complexity, with a rounded sweetness derived from Pineau des Charentes cask maturation.

**Finish:** Long, warming and refined, with lingering fruit sweetness, gentle spice and a soft smoky trail, leaving a balanced and memorable impression.

**Indri Rudhira is available in Bangalore at ₹12,500, with only 252 bottles released.**

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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 operating in two strategic segments — Distillery and Sugar. The company’s manufacturing facility at Indri, Haryana and Chhattisgarh is equipped with advanced technology for producing Malt Spirit, ENA, Ethanol and White Crystal Sugar. PAIL has established itself as a leading name in the premium spirits category with brands such as Indri Single Malt, Camikara Aged Rum, Cashmir Vodka and Whistler Whisky earning recognition in both domestic and international markets.

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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. It continues to focus on innovation, premiumization, and capacity expansion to sustain growth and deliver long-term value to its stakeholders.

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

### **About The Dram Club**

Founded in 2019, The Dram Club is India's leading whisky and spirits community platform, built on the mission of making whisky culture more accessible, inclusive, and engaging. Inspired by the founders' extensive explorations of Scottish distilleries — nearly 50 to date — the platform was created to bridge the knowledge gap among Indian whisky consumers and move beyond the elitist conventions traditionally associated with the category.

Over six years, The Dram Club has built a highly engaged community of over 150,000 followers across Instagram and YouTube, curated more than 250 experiential events across eight Indian cities, and connected with upwards of 15,000 spirits enthusiasts offline. The platform is now expanding its portfolio beyond whisky and scaling towards a global community of one million spirits enthusiasts.

The Dram Club is co-founded by Swati Sharma, a marketing professional with 15+ years of experience across FMCG brands including Hindustan Unilever, Pidilite, and AkzoNobel India; and Vinayak Singh, a capital markets and wealth management specialist with 15 years of experience across Indian and European financial institutions.

**Website:** <https://thedramclub.in/>

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