



PRESS RELEASE

INDRI INTRODUCES THE IMWA CERTIFICATION HOLOGRAM ON ITS BOTTLES, REINFORCING AUTHENTICITY AND TRUST

An initiative reinforcing authenticity, transparency and trust for India's rapidly growing single malt category



24th June'26, New Delhi - As Indian Single Malts continue to redefine global perceptions of Indian luxury spirits, **Indri** has announced that its bottles, with immediate effect, will now carry the **Indian Malt Whisky Association (IMWA) Certification Hologram**, reaffirming its commitment to authenticity, craftsmanship and globally recognised whisky-making standards.

The introduction of the IMWA Certification Hologram represents a significant milestone for the Indian Single Malt industry. The certification hologram will serve as a visible symbol of authenticity for consumers, retailers, distributors and whisky enthusiasts worldwide, that certifies adherence to stringent production standards established by the Indian Malt Whisky Association, while supporting India's growing reputation as a producer of world-class premium whiskies. The initiative will strengthen consumer confidence while safeguarding the integrity and credibility of one of India's fastest-growing premium spirit categories.

Under IMWA standards, an authentic Indian Single Malt Whisky must be produced exclusively from **100% malted barley**, distilled entirely at a **single distillery using copper pot stills**, crafted

Piccadily Agro Industries Ltd.

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CIN No.: L01115HR1994PLC032244



using only malted **barley, water and yeast**, and matured for a **minimum of three years in oak casks not exceeding 700 litres in capacity**. These parameters reinforce transparency and ensure that consumers receive a genuine single malt experience rooted in provenance and craftsmanship.

Praveen Malviya, CEO, Piccadily Agro Industries Limited, said *"The IMWA Certification Hologram is a significant step towards strengthening the credibility of Indian Single Malt Whisky on the global stage by assuring consumers that the whisky they are enjoying conforms to internationally accepted production standards. We are proud to support this initiative and believe it will play an important role in shaping the future of Indian Single Malts."*

Established in 2024, the Indian Malt Whisky Association (IMWA) was formed to preserve, protect and promote authentic Indian Malt Whisky through robust technical standards, certification frameworks and industry advocacy. The certification hologram signifies that the whisky has been produced in accordance with the association's rigorous guidelines that align with globally accepted principles of single malt whisky production.

Over the past decade, Indian Single Malts have emerged as one of the most exciting success stories in global spirits, winning prestigious international awards and challenging long-established whisky-producing nations. As Indian Single Malts continue to receive international acclaim and gain increasing prominence across global markets, the certification framework provides an important mechanism to distinguish authentic producers and preserve the reputation that Indian whiskies have earned through quality and innovation. The introduction of the IMWA Certification Hologram represents the next evolution of this journey—one that complements quality with transparency, traceability and trust.

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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>

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About Piccadily Agro Industries Limited (PAIL)

Piccadily Agro Industries Limited (PAIL) is a publicly listed company with state-of-the-art manufacturing facilities in Indri, Haryana and Chhattisgarh, equipped with advanced technology for the production of Malt Spirit, Extra Neutral Alcohol (ENA) and Ethanol.

The company has emerged as a prominent player in the premium spirits segment, with award-winning brands such as Indri Single Malt, Camikara, Cashmir, and Whistler gaining strong recognition across domestic and international markets.

PAIL has further strengthened its leadership position in the Indian single malt category with Indri Single Malt becoming the fastest-growing single malt whisky brands globally. Driven by a strong focus on innovation, premiumization and strategic capacity expansion, the company continues to build a future-ready business while creating long-term value for its stakeholders.

Website: www.piccadily.com

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