



## PRESS RELEASE

### THE CROWN JEWEL OF INDIAN SPIRITS: INDRI REVEALS “ILIKA” – TRAVEL RETAIL EXCLUSIVE



**4<sup>th</sup> June'26, New Delhi** - Indri Single Malt Indian Whisky, India's most awarded and fastest-growing single malt whisky, today announced the launch of **Indri Ilika**, an exclusive travel retail expression that celebrates the art of subtle peat, layered complexity and exceptional cask craftsmanship.

Crafted at the Indri Distillery near the foothills of the Himalayas, **Indri Ilika** is matured in a rare combination of **Ex-Spanish Sherry** and **Ex-American Bourbon oak casks**, resulting in a whisky that is elegant, evocative and deeply rewarding. Designed exclusively for discerning global travellers, Indri Ilika embodies a refined balance of tropical fruit richness, gentle smokiness and remarkable depth.

Derived from the Sanskrit word Ilika, symbolising the earth and its hidden treasures, the expression reflects a whisky shaped by the timeless interplay of wood, fire and time. Unlike heavily peated styles, Indri Ilika offers a softer, more nuanced interpretation of smoke, allowing layers of ripe fruits, dried apricots, chocolate, vanilla, rich toffee and delicate spice to unfold gracefully before culminating in a long, smooth and gently smoky finish.

The launch further strengthens Indri's reputation for pushing the boundaries of Indian whisky-making through innovative and distinctive expressions. Over the past few years, Indri has consistently captivated whisky enthusiasts across the world with releases such as the acclaimed Diwali Collector's Editions, award-winning single casks, House of the Dragon collaborations and limited-edition travel retail exclusives.

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

*Registered Office:* Village Bhadson, Umri – Indri Road, Teh. Indri, Distt. Karnal, Haryana-132117 (India)

*Corporate Office:* G-17, JMD Pacific Square, Sector-15 (Part-2), Gurugram, Haryana 122002 (India)

Ph.: +91-124-4300840, Website: [www.piccadily.com](http://www.piccadily.com), Email: [info@piccadily.com](mailto:info@piccadily.com)

*Investor Relations:* Ph.: +91-172-5083695, Website: [www.picagro.com](http://www.picagro.com), Email: [piccadilygroup34@rediffmail.com](mailto:piccadilygroup34@rediffmail.com)

CIN No.: L01115HR1994PLC032244



Speaking on the launch, **Madhu Kanna, Head of International Business, Piccadily Distilleries**, said, *"Indri Ilika represents our continued pursuit of innovation and our commitment to creating exceptional whiskies for evolving global consumers. Travel retail remains an important platform for discovery, and Indri Ilika has been crafted to offer travellers a unique expression that showcases both the elegance of peat and the distinctive character of Indian single malt whisky."*

Since its launch, Indri has emerged as one of the most remarkable success stories in the global whisky industry. Recognized as the world's fastest-growing single malt, the brand has surpassed the landmark 100,000-case sales milestone for two consecutive years, driven by exceptional consumer demand across India and international markets. Its rapid ascent has redefined the global perception of Indian single malts, firmly establishing Indri among the most sought-after whisky brands worldwide.

Its meteoric rise has been supported by an extraordinary run of international accolades. Indri's expressions have earned top honours at prestigious competitions across the world, including recognition at the **World Whiskies Awards, Whiskies of the World Awards, International Whisky Competition, Tokyo Whisky & Spirits Competition**, and numerous other global platforms. These achievements have not only elevated the brand but have also helped position India as one of the most exciting whisky-producing nations in the world.

With the launch of Ilika, Indri once again reinforces its position at the forefront of India's premium whisky movement, creating world-class expressions that combine innovation, authenticity and craftsmanship while continuing to win the hearts of consumers across continents.

**Available exclusively through select global travel retail channels, Indri Ilika will retail at approximately USD 80**, offering discerning whisky enthusiasts a distinctive and limited opportunity to experience this travel-retail-exclusive expression.

### **Tasting Notes**

**Nose:** Delicate hints of chocolate intertwined with subtle vanilla sweetness, dried apple, apricot, fruit jam and gentle peat dust with earthy undertones.

**Palate:** Tropical fruits, ripe banana, mango, rich toffee, light spice and soft peat smoke, balanced by refreshing melon and lingering fruity sweetness.

**Finish:** Sweet and salty nuances merge seamlessly into a smooth, elegant smoky finish with lasting fruit sweetness and gentle spice.

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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 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](http://www.piccadily.com)

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**For further information, contact:**

Investors Relations

Piccadily Agro Industries Limited

Phone : +91-172-2997651

Website : [www.picagro.com](http://www.picagro.com)

Email : [ir@piccadily.com](mailto:ir@piccadily.com)

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