PICCADILY

SINCE : 1967

PRESS RELEASE

HOW INDIA BUILT A GLOBAL AWARD-WINNING RUM FROM SUGARCANE

Camikara 3YO, 8YO And 12YO Win Silver at The International Spirit Challenge; Camikara 8YO Named Best In Class – Platinum At The SIP Awards, While Camikara 3YO Earns Gold And Innovation Award

New Delhi, 2nd September 2026: At a time when India's homegrown spirits industry is navigating increasing scrutiny and regulatory challenges, **Camikara, India's first pure cane juice aged rum, is putting Indian rum firmly on the global map**, securing multiple international accolades across its portfolio and showcasing the potential of Indian sugarcane to produce world-class aged rum.

In a powerful endorsement of India's growing prowess in premium rum-making, **Camikara 3YO, 8YO and 12YO have each been awarded Silver medals at the prestigious International Spirits Challenge 2026 (ISC), one of the UK's leading global spirits competitions**. What makes the achievement even more striking is that Camikara has earned its place alongside and competed head-to-head with **long-established rum brands from some of the world's most renowned rum-producing nations, countries with generations of expertise and heritage in crafting premium rum.** This marks a significant moment for an Indian rum brand, demonstrating that Camikara can hold its own against some of the world's most established names in the category, further cementing its growing reputation on the international stage.

The recognition comes on the back of an exceptional showing at the **SIP Awards in California, USA,** where Camikara delivered a strong performance in its first-ever participation. **Camikara**

8YO was awarded Best in Class – Platinum, the highest recognition in the Rum Aged/Rhum Agricole Aged category. **Camikara 3YO also secured a Gold medal**, while both expressions were recognised with the prestigious **Innovation Award**.

Unlike competitive medals, the Innovation Award is independently awarded by the judging panel following a rigorous blind-tasting process, recognising spirits that demonstrate an interesting, distinctive and innovative taste profile. The recognition underscores the judges' appreciation of Camikara's unique character and its unconventional approach to rum-making, evaluated purely on the quality, character and originality of the spirit.

Camikara is crafted by Piccadily Distilleries from 100% pure sugarcane juice, rather than molasses, following the traditional *rhum agricole* style of rum-making. 100% natural and made without any additives, Camikara captures the authentic character of sugarcane and develops its depth and complexity through patient maturation in oak casks. The portfolio comprises 3YO, 8YO and 12YO expressions, each reflecting a different stage of maturation and complexity.

Speaking on the recognition, **Shalini Sharma, Head of Marketing, Piccadily Distilleries**, said, *"Camikara is not an Indian take on rum. It is Indian rum born from 100% pure sugarcane juice, crafted in India and made to represent India to the world. We didn't set out to follow the global rum playbook; we set out to create our own. Today, Camikara is proving that India can make a rum that stands proudly among the world's finest and commands recognition on the global stage. Every bottle carries the character of our land, the strength of our sugarcane and the ambition of a nation that is ready to lead. Camikara isn't just putting Indian rum on the map. It is defining it. This is the real Indian rum."*

These accolades are more than medals—they are a statement from India to the world. Camikara is stepping onto the global stage, competing against the world's finest and bringing home wins for India. With multiple expressions earning international recognition, Camikara is challenging the old guard and proving that great rum can come from Indian soil. Indian rum has arrived. Camikara is here to compete, here to win and here to make India proud. Every award is a victory not just for Camikara, but for Indian craftsmanship, Indian ambition and the pride of a nation.

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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 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.

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

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