

# Indian single malts high on demand

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**SWIRLING, SNIFFING AND** sipping gently from snifter and other glasses, whisky connoisseurs are reaching out for Indian single malts lined up in upscale bar and store shelves along with the priciest and the best as they raise a toast to – and with – the likes of Amrut, Indri and Rampur.

Many of their names as Indian as their origins, the range of home grown single malts include Godawan and GianChand. Indians, the largest consumers of whisky in the world, are moving beyond their obsession with scotch and foreign made whiskeys to premium Indian brands.

And the numbers show for it. According to Confederation of Indian Alcoholic Beverage Companies (CIABC) data, Indian single malts clocked “53%” of total sales in 2023, surpassing for the first time established brands like Glenlivet, Macallan, Lagavulin, and Talisker.

“The hard work of the past so many decades is now paying handsome rewards in terms of global acceptance and appreciation. Out of approximately 675,000 cases (of nine litres each) of single malts sold in India last year, Indian producers, including Radico Khaitan, accounted for 345,000 cases,” Sanjeev Banga, president of international business, Radico Khaitan, told *PTI* citing CIABC figures. Radico Khaitan is the parent company of Rampur Distillery, behind Rampur Double Cask – available in India – and its six other expressions available globally.

The new age Indian single malts are a revelation, said Vidhya Kohli who would earlier tap friends coming from abroad to get him imported brands from duty-free stores.

It's not as if Indian single malts are cheap. Their prices are at par, and in some cases more than the established foreign brands. Basic home grown single malt variants cost anywhere between ₹3,000-₹6,000.

—PTI