



PRESS RELEASE

CAMIKARA WINS GLOBAL “RUM BRAND OF THE YEAR” AT THE SPIRITS BUSINESS AWARDS 2025

Indian Rum Makes History with Biggest Global Award, Beating World's Leading Rum Brands



27th November 2025, New Delhi — Camikara, India’s first pure cane-juice aged rum, has set a new global benchmark by becoming the first-ever Indian rum to win the prestigious ‘**Rum Brand of the Year**’ at **The Spirits Business Awards 2025** in London. By claiming this top global honour, Camikara has surpassed iconic and long-established rum brands from traditional powerhouses such as the Caribbean, Latin America and other legendary rum-producing regions. This landmark victory marks a seismic shift in the world’s perception of Indian rum, firmly positioning India as a rising, formidable force in the premium aged spirits category.

India has always had a natural affinity for rum, long before whisky became the dominant spirit of choice after colonization. With sugarcane growing abundantly from Kashmir to Kanyakumari, the country has historically been a rum-drinking nation, deeply connected to cane-based beverages for thousands of years. Ancient references to *sidhu* in the Rigveda further underscore India’s early mastery of fermenting sugarcane. Though colonial influence later shifted consumer preferences toward whisky, India’s roots in cane spirits never disappeared—they simply waited for revival.

In recent years, India’s rum landscape has undergone a dramatic evolution. A category once viewed through a mass-market lens is now stepping confidently into the global spotlight, fuelled by distillers who are embracing the country’s rich sugarcane heritage and diverse climates to craft refined, world-

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CIN No.: L01115HR1994PLC032244



class rums. Today, with modern Indian rums like Camikara reclaiming global attention, the country is returning to a legacy that has always been its own.

“By championing pure cane-juice aged rum and allowing India’s terroir to shape its character, Camikara has challenged outdated notions of what Indian rum can achieve. This remarkable international win is more than an accolade—it is a defining milestone for India’s rum category and strengthens Camikara’s position as a powerful Indian contender on the world stage. We’ve gone from being overlooked to leading the conversation.” said **Shalini Sharma, Head of Marketing, Piccadily Agro Industries Limited**.

Winning brand Camikara is a rum that’s positioning itself as a ‘bartender-first brand’ – particularly among its homeland of India. Described by the judges as a “pioneer in its category”, Camikara was celebrated for putting India’s rum-making on the map. And with multiple awards for its liquid, the quality also meets the mark. (This excerpt has been referenced from The Spirits Business article.)

The Spirits Business Awards is among the most prestigious global recognitions in the spirits industry. The 2025 edition witnessed exceptional and highly competitive entries from the world’s most established rum regions. Camikara’s Brand of the Year win stands as the ultimate international endorsement of its quality—celebrating exceptional flavour, character, and craftsmanship that elevates India on the global spirits map with pride.

[Winners from The Spirits Business Awards 2025](#)

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Stock Ticker:

BSE (PICCADIL | 530305 | INE546C01010)

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NSE Piccadily Agro Industries Limited (INE546C01010)

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ABOUT CAMIKARA

Camikara is India’s first pure cane-juice aged rum, crafted by Piccadily Distilleries. Derived from the Sanskrit word for “liquid gold,” Camikara showcases India’s rich sugarcane heritage through a natural, unadulterated rum-making process. Distilled from fresh sugarcane juice and aged in American oak barrels under the intense North Indian climate, Camikara delivers remarkable depth, complexity and character without any added colour, flavour or sugar.

Available in 3-year, 8-year, and 12-year expressions, Camikara has earned global acclaim, including major international awards, and is redefining India’s position in the premium rum category. As a pioneering, homegrown sipping rum, Camikara represents a new chapter for Indian spirits on the world stage.

Website: www.camikara.com

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