



PRESS RELEASE

INDRI REDEFINES GLOBAL DESIGN EXCELLENCE: DIWALI COLLECTOR'S EDITION 2025 WINS "BEST SPECIAL EDITION DESIGN" AT WORLD WHISKIES AWARDS 2026



14th April'26, New Delhi – In a moment that celebrates India's cultural richness on the world stage, **Indri Single Malt Indian Whisky** has secured a historic win for design and storytelling. The **Indri Diwali Collector's Edition 2025** has been honoured with "[Best Special Edition Design](#)" in the World's Best Design Category at the globally renowned **World Whiskies Awards 2026**, becoming the **1st Indian brand ever to claim this title**.

At the heart of this global recognition lies a design philosophy that is deeply and unapologetically Indian. Conceived by designer Krsnaa Mehta, Founder, India Circus, the Diwali Collector's Edition 2025 stands as a compelling tribute to the country's rich heritage.

Drawing inspiration from the lush gardens of India's royal era—where majestic elephants wander and birds glide freely—the design beautifully captures a sense of serenity, grandeur and timeless elegance. These tranquil gardens, paired with magnificent arches that echo architectural finesse, create a rich visual canvas that elevates the expression into a true collector's piece.

The packaging is intricately layered with traditional motifs, ornate patterns and symbolic elements, each detail thoughtfully curated. From regal animal forms that embody strength and spirit to intricate embellishments reminiscent of ancient craftsmanship, every element tells a story—one that reflects India's artistic legacy while underscoring Indri's commitment to excellence. The result is a design that evokes pride, nostalgia and a deep sense of cultural belonging.

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, Email: info@piccadily.com

Investor Relations: Ph.: +91-172-5083695, Website: www.picagro.com, Email: piccadilygroup34@rediffmail.com

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"I truly enjoyed crafting this packaging, it was a beautifully immersive process. The walking royal elephants and the royal courtyard bring in the Indianness I set out to capture, adding a sense of heritage and quiet grandeur to the design. I am utterly delighted to see it receive the recognition it so richly deserves." said designer **Krsnaa Mehta, Founder, India Circus.**

The design is not just visual—it is immersive storytelling. It captures the essence of India during Diwali: vibrant, expressive, celebratory and deeply rooted in tradition. The use of rich, evocative hues, heritage-inspired textures and narrative-led artwork transforms each bottle into a collectible piece of art—one that resonates far beyond the whisky itself.

Over the years, Indri Diwali Collector's Editions have carved a unique space in the industry—becoming one of the most anticipated Indian single malts to launch every festive season. Each edition brings with it a fresh design language, a new story and a renewed celebration of India. The 2025 edition elevates this legacy even further, setting a new global benchmark for design excellence.

What makes this win even more significant is the global stage it was achieved on. Competing against leading international whisky brands, Indri's India-inspired design stood out—proving that authentic cultural storytelling, when executed with vision and finesse, has universal appeal.

Commenting on the achievement, **Shalini Sharma, Head of Marketing, Piccadily Agro Industries Limited** said: *"With every Diwali edition, we set out to create something that celebrates India in its truest form. The 2025 design is a tribute to our heritage—our art, our symbols, our stories. To see it being recognised as the best in the world is incredibly special. It reinforces that Indian design, rooted in culture yet expressed with modernity, can stand tall on any global platform."*

This recognition marks a broader shift in the global narrative. India, once overlooked in the world of single malts, is now commanding attention—not just for the quality of its spirits, but for its distinctive design language and powerful storytelling as well.

With the Diwali Collector's Edition, Indri has gone beyond creating a product—it has built a cultural moment. A moment that returns every year, eagerly awaited, celebrated and collected. And now, awarded on the world stage.

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About Indri Single Malt Whisky:

Launched in 2022, Indri Single Malt Whisky, crafted by Piccadily, has quickly become the fastest-growing single malt in the world, earning over 40 prestigious accolades, including 'Best Indian Single Malt' and 'Best Whisky in The World.' Produced in Indri, a small village in Haryana, using premium 6-row Indian barley from Rajasthan, Indri single malt whisky showcases Indian excellence and innovation.

In a market once dominated by imported labels, Indri stands tall as a beacon of Indian excellence. It's not just a brand, it has become a symbol of national pride, elevating the status of Indian spirits to unparalleled heights. Indri isn't just leading the charge; it's leading a revolution.

As Indri continues to redefine the standards of Indian single malts, Piccadily remains dedicated to pushing boundaries, exploring new horizons, and delivering exceptional experiences to whisky enthusiasts worldwide.

Website: <https://www.indri.in/>

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For further information, contact:

Investors Relations

Piccadily Agro Industries Limited

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Website : www.picagro.com

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