RAMPUR
ESTD 1943
INDIAN SINGLE MALT WHISKY

Digital Media Launch Strategy

wrm white rivers media®

The Ask

To devise a comprehensive digital media advertising strategy for Rampur Whisky Launch in India.

The Process

1. Deep Dive Into The Single Malt Consumers Of India & Our Peers To Understand The Landscape

2. Our Approach To Rampur Whisky

Deep Dive Into Single Malts & Its Consumers Of India

The **evolving consumers** of India are currently leading a seismic **shift in trends** towards Indian Single Malts

“Only the crème de la crème of Indian society was familiar with single malts until recently, and it only knew and trusted foreign whisky”

“A new generation has grown up without the colonially ingrained assumption that imported goods are superior to Indian products. They go by their judgment of quality rather than origin of the product.”

“Breaking with the elitism often associated with single malts in India, reviewers are appraising homegrown whisky in local languages, as well as English, reaching new audiences.”

They are **showcasing Pride on digital** as they witness India making a mark in the Single Malt game

@devnayak5339 1 year ago
India producing few lovely single malt whisky nowadays, like Paul John, Amrut, Indri, Gianchand, Rampur. The best part is unlike some of the great brand, these Indian Single Malts are not adding colours to it and no chill filtration. Slowly good whisky becoming a culture statement in India.

@shreyasmohite8929 2 years ago
Love the breakdown analysis you did based on geography and how the notes would be affected. Having tasted all of them I can definitely vouch for this. After the Japanese Whiskey, I really want the world to take a note of India Single Malts. Thanks for spreading out the words. Kudos mate.

@karthikkottugumada8509 3 years ago
I had heard of India as a big consumer of whiskey but not quite India as a maker of them. Very informative.

@NylonStrings83 9 months ago
as an indian we used to drink horrible whiskeys 20 years ago they were basicaly spirit and the world wont even count it as whisky , how times have changed today

@riteshsharma9918 9 months ago
I am happy that my basic skills got approval when I felt the same, it has a strong spice punch. Ofcourse coming from India, it has to be spice for which Europe wanted to conquer. Happy to see my country is growing in fine art of producing whiskey, malts, even (Gin like Nilgiris)

@roysunrohit 7 months ago
Indian whiskies are ruling the world now. Indiri is now the world's number one single malt! Also try Rampur , Paul John and Amrut Single Malt....What they r offering in such price is unbeatable.

The **demographic** and **psychographic nuances** are **diverse across age groups** for these consumers

The Expert

A seasoned connoisseur who appreciates the nuanced flavors and history of single malts. Purchases based on intricate details of the whisky.

The Flirt

Disloyal to everything except their own whims. Purchases based on occasion, style, aesthetic, uniqueness, stories heard.

The Enthusiast

A daily drinker who experiments with all kinds of whisky. Purchases based on availability, affordability and recommendations.

The Casual

Their go-to drink is not whisky, but keep a collection at home for hosting friends. Purchases based on premiumness and popularity.

The Expert

Manas Sharma, 40
Country Head
Gurgaon

“My father was biased against Indian single malts and believed in his premium Scottish brands until I made him try Amrut. I personally love attending the tasting sessions by niche brands and explore the up and coming innovations and share new info with my whisky-mates.

Favourite Single Malts: Glenfiddich 15 or Glenmorangie 18

Favourite Indian Single Malt: Indri or Amrut

Best Way To Drink: A cube of ice and 30 ml water

What is his context?

Manas lives in Gurgaon and works as a Country Head at an FMCG Brand. He got married a year ago and lives with his wife who works in the same organization.

What is his attitude towards drinking?

Growing up in a house with a stacked up bar curated by his father, Manas started learning about the diverse world of alcohol at an early age. He continued the hobby when he started living alone and **made a bar of his own where he collects all his priced possessions** and his everyday favourites.

How does he pick his whisky?

Legacy of the distillery, notes of the bottle, uniqueness, reviews by whisky connoisseurs, exclusive experiences.

What are his core needs?

From **books to digital content and tasting sessions**, Manas attends them all to acquire knowledge about new whisky. He is **looking for more access to communities** where he can learn from fellow connoisseurs and **acquire more collectibles.**

What does he look for in brands?

He **seeks premium & exclusive experiences** with his brand while being interested in **the story behind his drink. Driven by variety**, he would like to explore brands that compliment **to balance his refined expectations.**

What’s his sphere of influence?

Mostly influenced by **his peers and social interactions** along with Podcasts like The **barbershop with Shantanu, and WTF Is? with Nikhil Kamath.**

The Flirt

Aman Singh, 35
Founder & CEO
Delhi

“I have been drinking whisky since I started drinking. Initially I just treated it as the manly drink to drink but fell in love with it over time. I was more of a blended scotch guy but lately I started experimenting with single malts and I have been enjoying its intrinsic notes thoroughly.”

Favourite Single Malts: Bowmore Aston Martin or The Macallan

Favourite Indian Single Malt: Paul John or Amrut Fusion XI

Best Way To Drink: 2x cold water

What is his context?

Living in Delhi, he is the HR Head at a leading advertising agency and enjoys a dynamic lifestyle. He frequently attends and hosts social events, appreciating the fun and fine details of daily life.

What is his attitude towards drinking?

He started drinking whisky as a **traditional choice** but has **developed a deeper appreciation for its complexities** over time. Drinking whisky is both a **personal pleasure and a social activity** for him, often tied to his work life.

How does he pick his whisky?

Occasion, style, aesthetic appeal, uniqueness, and compelling stories behind the brand

What are his core needs?

Whisky serves as a way to unwind with his social circle. He seeks out bottles that **stand out for their narrative**, using them as conversation starters at gatherings. He enjoys **discovering intriguing labels** that **align with his dynamic lifestyle.**

What does he look for in brands?

He values brands that offer a **sense of newness** and story. **Beautiful packaging, unique backstories, and innovative flavors** are crucial to capturing his interest.

What’s his sphere of influence?

Content consumed on **the explore feed** of his **Instagram**, channels like **The Urban Guide and City Ka Theka,** trendy **bars and restaurants** offering innovative menus.

The Enthusiast

Ajay Vats, 57
Real Estate Investor
Pune

“Whisky has been a part of my life since last 2 decades. I travel a lot due to work and end up exploring the duty free aisle of every airport in hunt for new and exciting labels. For my regular consumption I go for the affordable options but keep a collection of exclusive and luxurious bottles in my home bar for special occasions.”

Favourite Single Malts: Glenlivet 18 or Talisker Surge

Favourite Indian Single Malt: Paul John Oloroso

Best Way To Drink: Neat or with 2 ice cubes (depending on weather)

What is his context?

Residing in Pune, Ajay Vats is a seasoned real estate investor living with with 2 kids and a wife. His extensive travels for business provide him with ample opportunities to explore various cultures and flavors.

What is his attitude towards drinking?

Whisky is a **daily companion** for Ajay, offering both relaxation and a sense of adventure. His broad experiences and frequent travels allow him to **explore different types of whisky**, making it a **significant part of his lifestyle and social interactions.**

How does he pick his whisky?

Brand’s heritage, uniqueness to his collection, availability, good reviews and premiumness

What are his core needs?

He requires **a mix of affordable options for everyday drinking and premium bottles for his collection**. His choices are driven by a desire to **explore and enjoy a variety of tastes** while **impressing his social circle.**

What does he look for in brands?

He values brands that offer a **balance of quality and value** for everyday options, as well as exceptional **craftsmanship for premium choices**. Detailed **product information, authenticity, and a rich heritage** are important to him.

What’s his sphere of influence?

Friends, outdoor and TV ads, airport store displays, and liquor stores

The Casual

Pooja Gandhi, 36
AVP Operations
Mumbai

“Whisky has never been my go-to drink but my husband and our friends love single malts and I have been participating in their experiences with new brands and innovative bottles. I usually pick the whiskys they love for my bar at home for when I host parties”

Favourite Single Malts: Glenlivet 15

Favourite Indian Single Malt: Amrut Fusion

Best Way To Drink: In a cocktail

What is her context?

Living in Mumbai with her husband and in-laws, she leads the Operations department of an events company and also consults in her husband’s architecture business.

What is his attitude towards drinking?

She began drinking alcohol after college and **considers it a social activity**. With friends and with colleagues, she views drinking as an **experience of enjoying the finer things.** Both her job and personal life require her to **frequently host guests at home**, driving most of her whisky purchases.

How does she pick her whisky?

Premium positioning, brand popularity, packaging and peer opinions

What are her core needs?

Single malts are integral to her life**, not for personal enjoyment but for entertaining**. She consistently seeks to stock her liquor cabinet with **impressive bottles for guests** and finding the **perfect ones to gift** to her friends and husband.

What does she look for in brands?

She seeks a **social understanding of the whisky she purchases**, including **brand story and origin context.** She values **recommendation guides, attractive packaging,** and a guarantee of **excellent taste.**

What’s her sphere of influence?

Along with her friends, it is **F&B Magazines like BBC Good Food** and other Blogs, YouTube channels like **Brewzel, FirstPhilWhisky and Whisky Tribe.**

While there are multiple digital triggers of influence for our consumer

Catgeory Content

- Brewzel
- FirstPhilWhisky
- Whisky Tribe
- The Urban Guide
- City Ka Theka
- Today’s Poison

Magazines

- BBC Good Food
- Lifestyle Asia
- Food & Beverages

Podcasts

- The barbershop with Shantanu
- WTF Is? with Nikhil Kamath

Channels

- Instagram
- YouTube

To ensure we reach the single malt lovers of India and increase consideration towards our brand, we must tap into their digital triggers and inculcate their emotional and social triggers in our communication.

There are some social and emotional triggers that influences their choice of whisky

An Elder Figure

A recurring theme among whisky consumers in India is the introduction to whisky by a respected elder or a hero figure, most notably their fathers. This initiation creates a lasting impression and often establishes brand loyalty from the first experience.

Cultivating an Identity

Whisky is often perceived as the beverage of the strong and serious, appealing to those who aspire to project a distinct and sophisticated image. This aspirational pursuit drives many consumers to choose whisky as their preferred drink.

Peer Connections

Whisky drinkers exhibit a strong propensity to explore new brands based on recommendations from their social circle. Conversely, non-whisky drinkers frequently purchase whisky to stock their home bars for entertaining friends or as a gift, driven by the social status associated with the drink.

Analyzing the Single Malts Loved By Consumers In India

1. *Brands we are directly competing with in the market*

2. *Brands that are popular on digital and among consumers*

Analyzing the Single Malts Loved By Consumers In India

1. ***Brands we are directly competing with in the market***

2. *Brands that are popular on digital and among consumers*

Glenfiddich

PRIDE AND HERITAGE

PROPOSITION: WHERE NEXT?

Glenfiddich occupies a premium, progressive space within the single malt whisky category, emphasizing innovation and experimentation while maintaining heritage.

BRAND USER

The target audience is a modern, adventurous whisky enthusiast who seeks new experiences and appreciates creativity, often with a younger demographic.

BRAND TONALITY

Bold, playful, and approachable, reflecting a spirit of curiosity and discovery

SOCIAL MEDIA PRESENCE

Engaging its audience through interactive content, collaborations, and a focus on experiential marketing, creating a vibrant and inclusive community. A dedicated Instagram community for India called HouseOfGlenfiddich.

CONTENT OFFERING

Focuses on innovation, mixology, sustainability efforts, and storytelling, aiming to inspire and engage consumers while showcasing the whisky's versatility.

VISUAL APPROACH

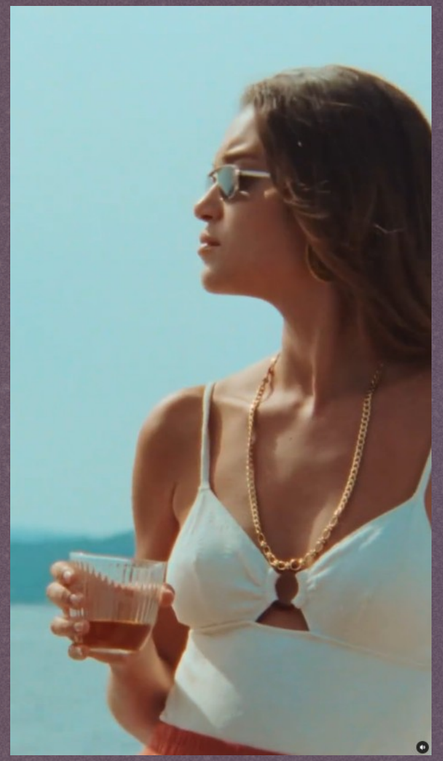
PRODUCT HIGHLIGHT: ELITE EXCLUSIVITY

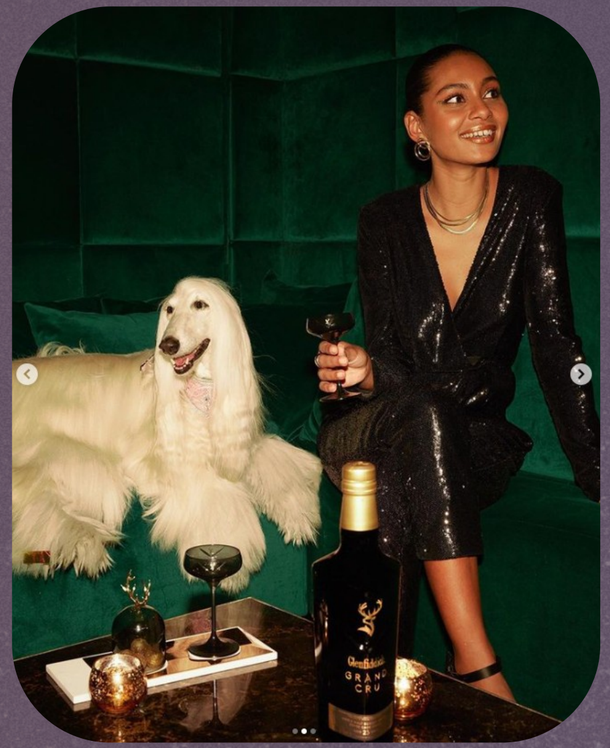
glenfiddichwhisky Crown the occasion with Glenfiddich Grande Couronne.
Elegance captured in every drop culminates in a golden cascade of flavours. Finished in rare French cognac casks, it reveals layers of sweet toasted oak, café crème, brown sugar and a hint of spice - reminiscent of French pâtisserie with notes of Tarte Tatin and choux pastry.

Skillfully crafted. Enjoy responsibly.

Showcasing whisky in an exquisite setting and creating a sense of prestige through rarity and longer aging

SIGNALING: LUXURY LIFESTYLE





Establishing the brand's premium status by giving subtle hinds of an exquisite lifestyle, luxurious settings, and exclusive activities like yacht gatherings, parties at premium lounges, and owning expensive hybrid dogs.

CONTENT APPROACH

BRAND STORY: HERITAGE AND LEGACY

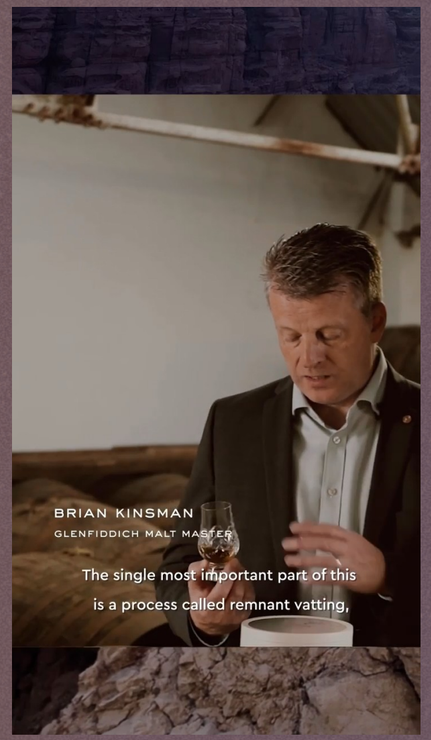
Leveraging the brand’s rich heritage and stories to instill a sense of pride in consumers by emphasizing the tradition and historic places that define Glenfiddich

BEHIND THE SCENES: CRAFT AND THE CRAFTSMANSHIP

Celebrating the craftsmanship of whisky making and taking pride in sharing the stories of the makers, their dedication, artistry, and expertise going behind perfection

CONTENT APPROACH

PRODUCT STORY: MINDFUL AND HEARTFUL CURATION



Highlighting the story behind crafting the finest whisky by emphasizing the importance of mindful curation, a delicate process, and exceptional casks

CELEBRITY COLLABORATIONS

Collaborating with influential figures from various creative spaces of India for inspiring stories on “Where Next”

SENSORY EXPERIENCE: DEPTH OF FLAVORS

Breaking down the symphony of flavor to reveal the true elements and essence of the whisky, including its aroma, texture, and finish. Reinforcing that the flavor encompasses not just the taste, but the entire sensory experience

PARTNERSHIPS & EXTENSIONS

HOTSTAR IP: WHERE NEXT?

A special mini series on Hotstar featuring the inspiring stories of celebrities narrating their Where Next moments

STRATEGIC PARTNERSHIPS

Partnering as sponsors for award shows, events and stories that lift up the creative maestros from niche spaces

BRAND EXTENSION PARTNERSHIP

HOUSE OF Glenfiddich ART, TRAVEL & BEYOND | THREE SIXTY live the leather life

TRAVEL COLLECTION

Offering premium leather products in art, travel and lifestyle space in collaboration with THREE SIXTY as an extension to the whisky brand for Indian audiences

THE
GLENLIVET
ESTD.1824

OLD SCHOOL CLASSIC MEETS CONTEMPORARY

PROPOSITION: LIVE ORIGINAL

The Glenlivet occupies a premium, heritage-rich space within the single malt whisky category, emphasizing craftsmanship, tradition and connecting it to the ideologies of their drinkers.

BRAND USER

Sophisticated, discerning whisky connoisseurs who appreciate consistency, quality and heritage, often seeking experiences beyond the drink itself.

BRAND TONALITY

Confident, Authentic, Refined but Contemporary.

SOCIAL MEDIA PRESENCE

Present across all platforms, The Glenlivet is using storytelling, mixology, and exclusive content, fostering a sense of community among whisky enthusiasts. Their website content acts as their main source of consumer interactions.

CONTENT OFFERING

Focuses on the brand's history, the artistry of whisky making, cocktail recipes, and experiential storytelling, aiming to elevate the whisky drinking experience.

VISUAL APPROACH

PRODUCT HIGHLIGHT: ROYAL LUXURY

Presenting the product in an elegant and sophisticated environment that evokes a sense of elite prestige and royal exclusivity

CONSUMER IMAGERY: OPULENT ELITE

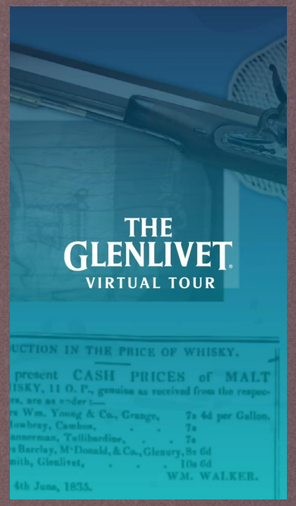
Individuals of substantial inherited wealth who lead a refined and classic lifestyle, donning sophisticated, timeless attire, and frequenting luxurious venues

CONTEXT: ELEGANT GATHERINGS

Showcasing Glenlivet in the context of upscale gatherings, particularly as a complement to gourmet cuisine, thereby enhancing the dining experience with its refined and sophisticated essence

CONTENT APPROACH

NEW-AGE EXPERIENCE: GAMIFICATION

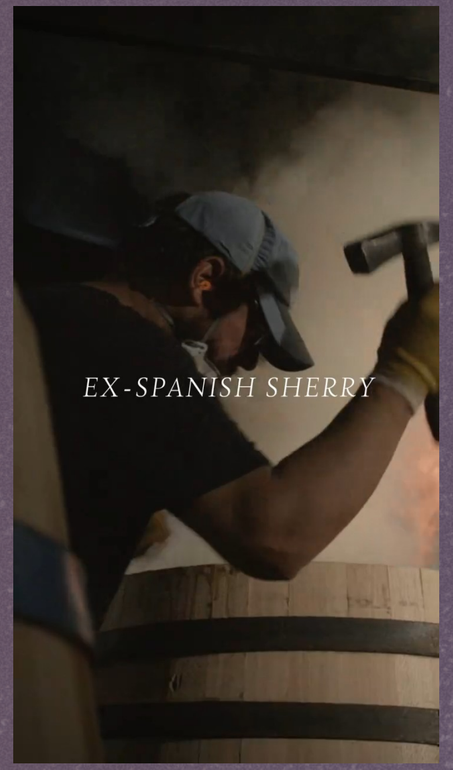


Offering an engaging new experience through a gamified virtual tour of the Glenlivet Experience Center, featuring unknown stories and hidden clues throughout the areas to keep the audience intrigued and actively engaged

INSPIRING CREATIVITY: COCKTAIL RECIPIES

Sharing exciting cocktail recipes based on moods, seasons and ingredients frequently to inspire creativity and enhance the enjoyment of Glenlivet in diverse and imaginative ways

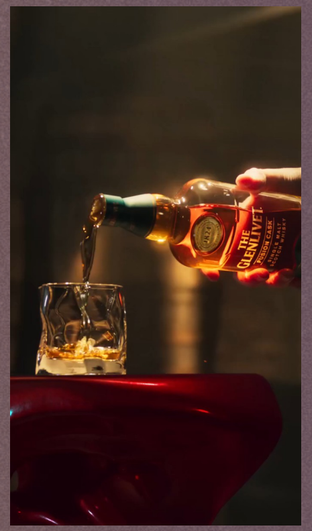
STORY OF CREATION: THE ART OF WHISKY MAKING



Emphasizing on the unique approach of whisky making by highlighting the expert's fine work, unique idea of combining the cask, burning of wood for texture, etc.

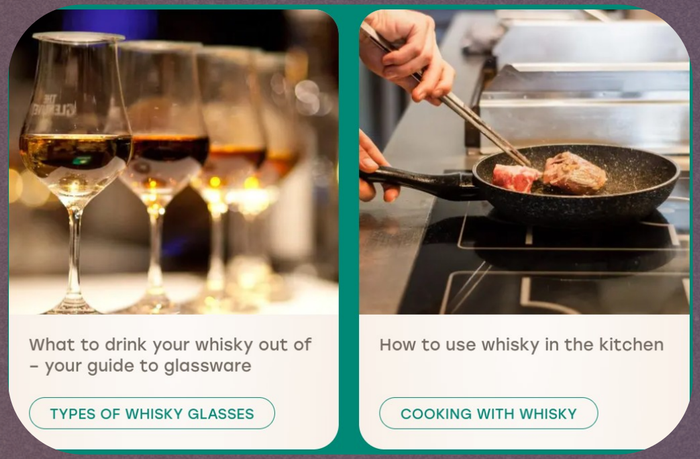
CONTENT APPROACH

STIMULATING SENSES: ASMR STYLE



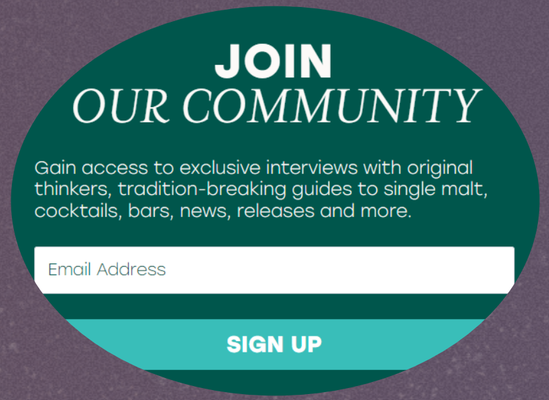
Engaging the human senses through auditory, visual, and kinetic elements in videos, as well as static motion images, to captivate the senses of sight and sound

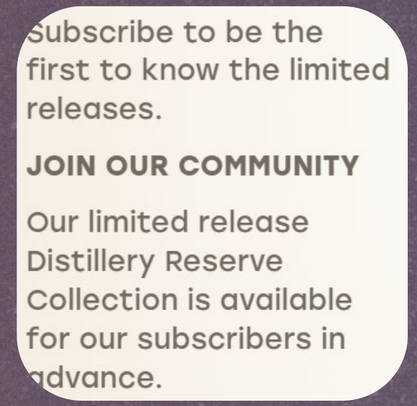
EDUCATION: CONSUMER GUIDES



Guiding on everything from the type of whisky to how to pair it, how to taste it, and much more to enhance the consumer's knowledge and appreciation of whisky

COMMUNITY FOCUS

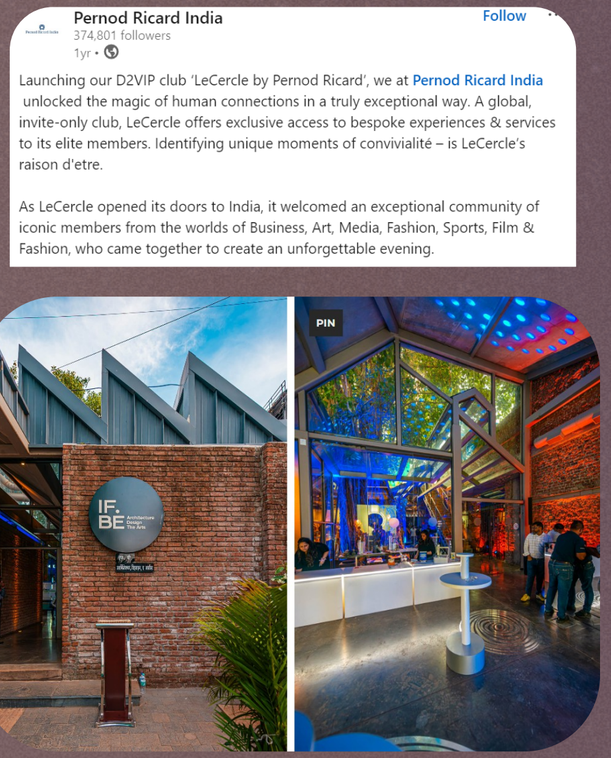




Providing exclusive access to limited editions alongside edutainment content for the whisky lovers

PARTNERSHIPS & EXTENSIONS

EXCLUSIVITY: INVITE ONLY MEMBERS CLUB

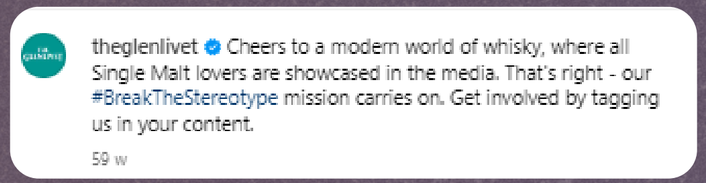


An invite only exclusive and private club for the HNIs and UHNIs of India called Le Cercle, providing unique experiences to its patrons

INCLUSIVITY: #BREAKTHESTREOTYPE CAMPAIGN

A global initiative aimed at increasing representation by highlighting diverse and authentic individuals who challenge and transcend prevailing stereotypes

PROVIDING PLATFORM: USER GENERATED CONTENT



Leveraging user-generated content to give a peek into the real life of enthusiasts, showcasing authentic experiences and personal connections with the brand

EST. 1824
The
MACALLAN
HIGHLAND SINGLE MALT
SCOTCH WHISKY

ARTISTIC EXPRESSION

PROPOSITION: THE RULER

The Macallan is status-first focusing on commitment to excellence highlighting legacy, luxury and sophistication through art of expression. It exemplifies the Scottish lineage of traditional whisky-making

BRAND USER

Discerning and affluent collectors of refine taste and sophisticated experiences valuing exceptional quality and craftsmanship

BRAND TONALITY

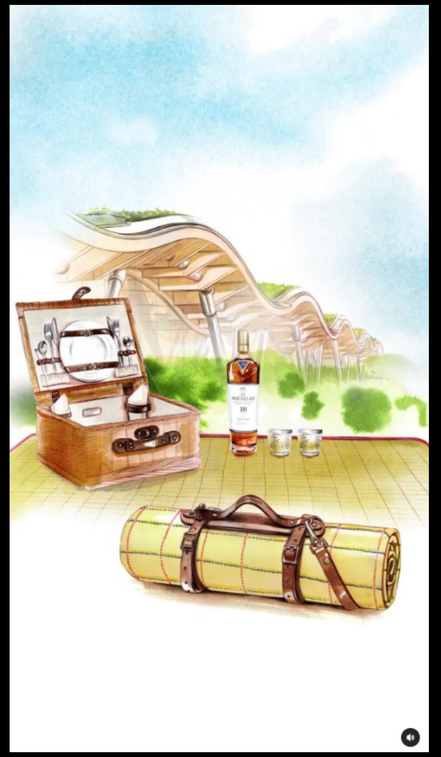
Heritage-bound, Artsy, Editorial, Honorable, Expert

SOCIAL MEDIA PRESENCE

Comes across as a canvas of stories and conversations around product, giving life to each of brand's whisky expressions – from its history to its concept and inspiration

CONTENT OFFERING

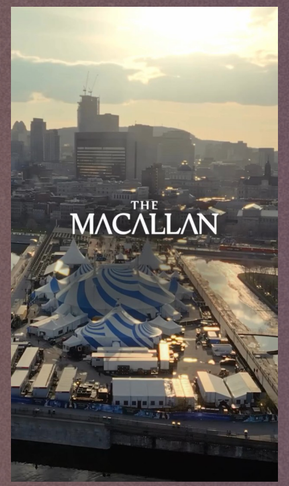
Informational & educational content around product history, gifting guides to develop understanding, appreciation and enjoyment of their whiskies



CREATIVE APPROACH

CULTURAL ANCHOR: ART

Edinburgh International Festival



Cirque du Soleil’

Leveraging cultural anchors such as performing and visual arts to connect emotionally with the audience through collaborations with national art festivals and theaters. Hence, crafting memorable experiences that seamlessly blend culture and brand on a unified platform

STORYTELLING: ANIMATION

Bringing the brand and product story alive through animated videos and poetry to captivate the audience, evoke emotions, and create a lasting impression that highlights the brand’s values and narrative in an engaging and imaginative manner

EMPOWERMENT: PLATFORM FOR ARTISTS

the_macallan Each expression in The Macallan Quest Collection is a new chapter that reveals the true influence of our sherry seasoned oak casks in the distinctive quality, natural colour and full flavours at the heart of The Macallan. It's a story that begins in the forests and cooperages of distant lands and culminates in a singular, rich, sensory experience.

Illustrated by @mads_berg_posters. Available in select airports around the world.

Please savour The Macallan responsibly.

#TheMacallan #TheMacallanQuestCollection

Edited · 66 w

the_macallan The 'Solstice Kiss' serve is inspired by the Spirit of 1926 and the soundtrack composed and recorded by the Scottish-born band; Simple Minds.

This serve includes meadowsweet, a herbaceous plant which grows abundantly on The Macallan Estate, and the serve itself is an interpretation of an observation made by lead singer Jim Kerr upon visiting the home of The Macallan: "It's landscape, it's mist, it's the voice of nature. It's the voice of time".

Illustrated by @wendyillustrates

Crafted without compromise. Please savour The Macallan responsibly.

#TheMacallan #TheSpiritof1926

63 w

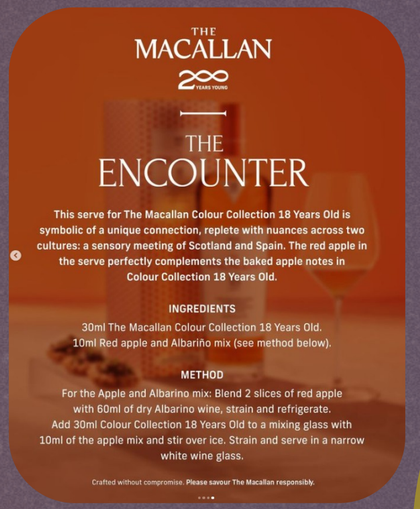
Providing a platform for visual artists by showcasing their work featuring Macallan on the handle, along with the meaning behind the art, to celebrate creativity and foster artistic expression

CONTENT APPROACH

RETAIL EXPERIENCE: THE MACALLAN HOUSE

Showcasing snapshots and virtual tours of aesthetically designed and visually appealing flagship retail outlets worldwide to captivate consumers and entice them to experience this exclusive premium offering

MIXILOGY: COCKTAIL RECIPIES



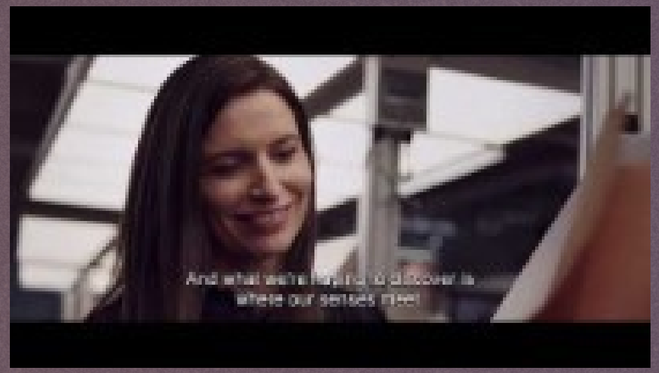
Sharing exciting cocktail recipes tailored to the palate and the distinctive qualities of the whisky, complementing its taste and allowing users to appreciate its unique flavor and craftsmanship

PARTNERSHIPS & EXTENSIONS

INNOVATION: NICHE COLLECTIONS

Continuously innovating new collections inspired by themes like movies and ingredients, such as the Harmony Coffee Collection and the James Bond 60th Anniversary Collection, to keep the audience engaged and eagerly anticipating new releases

CO-CREATION: THE MACALLAN HORIZON



Co-creating a limited edition single malt whisky in partnership with Bentley to leverage each other's values, heritage, and expertise. Macallan designs the whisky while Bentley designs the vessel, resulting in an exclusive, one-of-a-kind collaboration

EMOTIONAL EXPRESSION: MUSIC

Collaborating with musicians, singers, and composers to create music that conveys the emotions, story, and heritage of the brand and product, thereby emotionally delivering the brand’s values in the form of an evocative and immersive auditory experience

Analyzing the Single Malts Loved By Consumers In India

1. *Brands we are directly competing with in the market*

2. ***Brands that are popular on digital and among consumers***

Paul John
Indian
Single Malt
Whisky

LEGACY & EXPERTISE

PROPOSITION: ASIA'S MOST AWARDED

Paul John occupies a prestigious, award-winning space within the category. With a rich heritage rooted in goan culture, Paul John celebrates its global recognition and accolades, positioning itself as a leader in quality and distinction in the industry

BRAND USER

Paul John users are whisky enthusiasts who appreciate the experience of whisky consumption. Typically, these are older demographics with a refined palate and extensive experience with single malt whiskies

BRAND TONALITY

Knowledgeable, informative, expert, unfiltered

SOCIAL MEDIA PRESENCE

Present across all platform, Paul John is being the expert voice in the industry driven by key opinion leaders across the world

CONTENT OFFERING

Award Highlights, Live Discussions, Educational and informative Content, Influencer collaborations

VISUAL APPROACH

PIONEER IMAGERY: AWARD HIGHLIGHTS

Flaunting the awards from around the world to establish Paul John as a leading single malt whisky recognized on the global stage and celebrated as a pioneer in the industry

PRODUCT HIGHLIGHT: AESTHETIC AND NATURE INSPIRED

Stimulating a sense of tranquility through product highlights that feature nature-inspired backgrounds or conceptual elements, such as smoke, to convey a premium and sophisticated brand image

CONTENT APPROACH

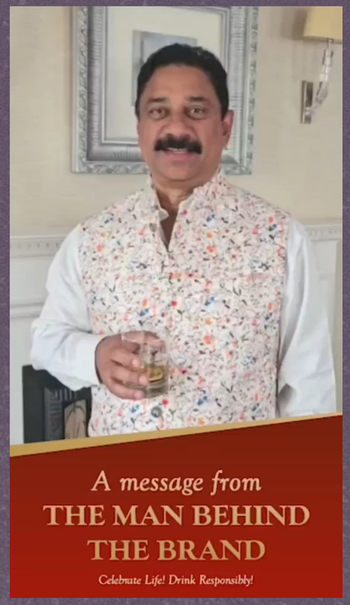
EXPERT LED EDUCATION

Partnering with alcohol experts like Ajit Balgi and Sonal Holland to educate consumers on the essence of single malt, its complex palate, and the proper selection of single malt whisky

INFLUENCER COLLABORATIONS

Partnering with niche influencers such as Manish Bhatia (alcohol enthusiast) and Siddhartha Joshi (travel photographer) to drive consumer consideration through detailed product reviews

BRAND HERO: FOUNDER



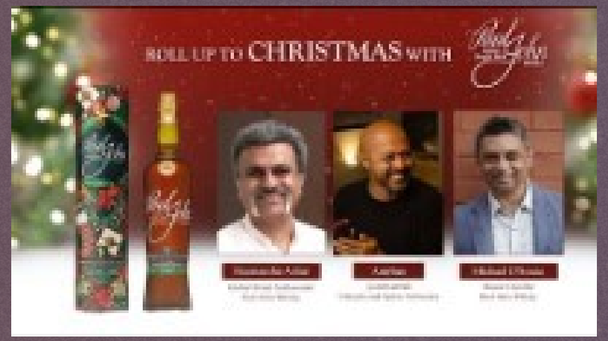
Highlighting Paul P. John, the founder, as the key figure behind Paul John Distillery's success, by showcasing his role in elevating the brand to a top position in Asia and his insights in media.

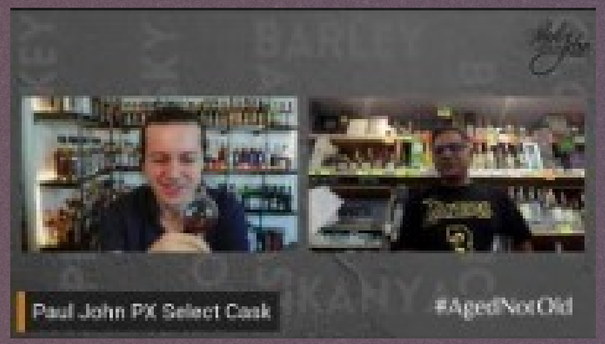
PARTNERSHIPS & EXTENSIONS

EXCLUSIVITY: LIMITED EDITION COLLECTION

Creating exclusive labels in partnership with the Single Malt Whisky Club, featuring unique ingredients to evoke a sense of exclusivity through rarity, available only to club members

PASSION FOR WHISKY: ONLINE DISCUSSIONS





Engaging in online discussions with whisky enthusiasts and experts on YouTube worldwide, who share their passion for whisky by discussing Paul John, recounting their memories with the brand, and providing insights into its unique qualities

OFFLINE INTEGRATION: ONGROUND EVENTS

Sharing snapshots and pictures from on-ground events, such as the whisky launch at Bangalore Duty Free and Malt Live Dubai 2024, to establish social proof through participation in prestigious events and exclusive locations

Since 1948
AMRUT
INDIAN
SINGLE MALT WHISKY

PIONEERS OF INDIAN SINGLE MALT

PROPOSITION: PIONEERS OF INDIAN SINGLE MALT

Amrut occupies a niche, craft whisky space known for bold, unconventional flavors, appealing to adventurous whisky enthusiasts seeking unique experiences.

BRAND USER

The target audience is a curious, experimental whisky drinker who appreciates bold flavors and is interested in exploring the world of Indian-made spirits.

BRAND TONALITY

Confident, adventurous, and informative, reflecting the bold character of the whisky and the brand's pioneering spirit.

SOCIAL MEDIA PRESENCE

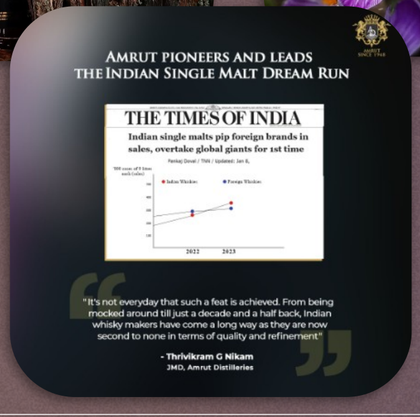
Present across all platforms, Amrut is using educational content, UGC and experiential offerings while fostering a sense of community among whisky enthusiasts.

CONTENT OFFERING

Focuses on the unique characteristics of Indian barley, the craft distillation process, cocktail recipes, and the brand's journey, aiming to educate and inspire whisky enthusiasts.

VISUAL APPROACH

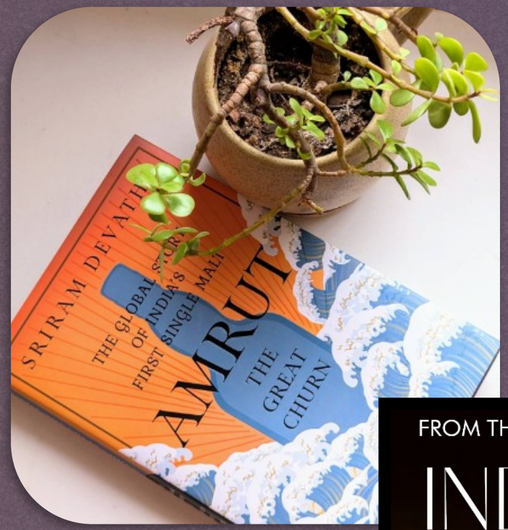
PRODUCT HIGHLIGHT: LEGACY & INGREDIENT FOCUS



The journey of Indian Single Malts began here.

Communication on social focuses on the craftsmanship, ingredients and flavour profiles of their single malts along with brand story, distillery and accomplishments.

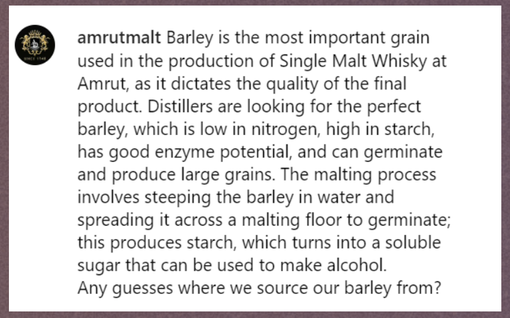
SIGNALING: CATEGORY EXPERTISE



Published a book called Amrut-The Great Churn, talking about the legacy and story behind the brand and promoting it among whisky connoisseurs online and offline through socials, podcasts and more.

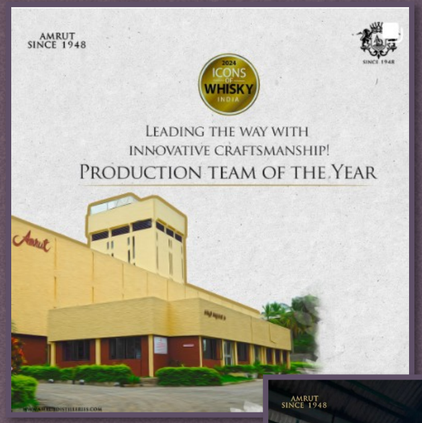
CONTENT APPROACH

EDUCATIONAL EXPERTISE: ON PAGE & COLLABORATIVE



Creating educational posts around the brand's story, product's ingredient story and cocktails online to tap into their inquisitive consumers.

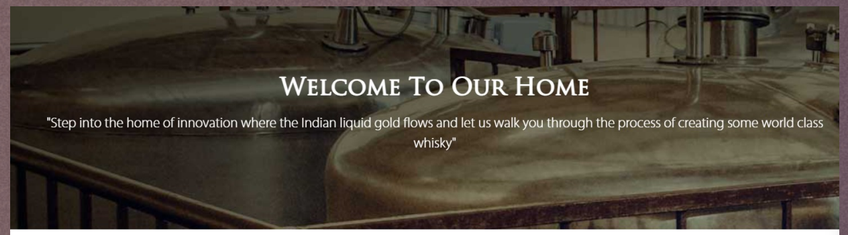
BRAND FIRST COMMUNICATION: AWARDS & ACHIEVEMENTS



Showcasing all their awards, achievements, interviews and in house expert credentials to highlight thought leadership on socials.

PARTNERSHIPS & EXTENSIONS

EXPERIENTIAL OFFERINGS: DISTILLERY VISITS & TASTING SESSIONS



Distillery Visit - Online Reservation Form

People under the age of 21 will not be allowed to visit. Please book your visit accordingly & display valid ID proof at the premises.

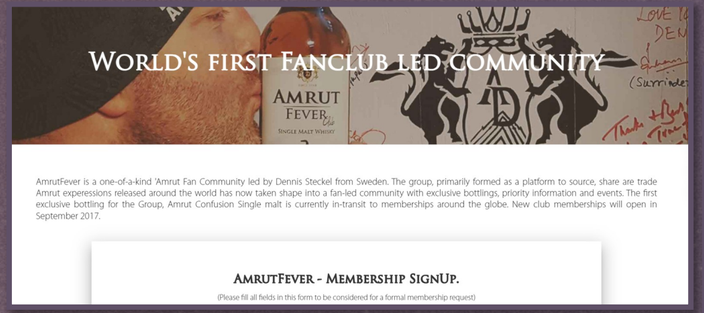
amrutmalt Rare Opportunity You Won't Want to Miss!

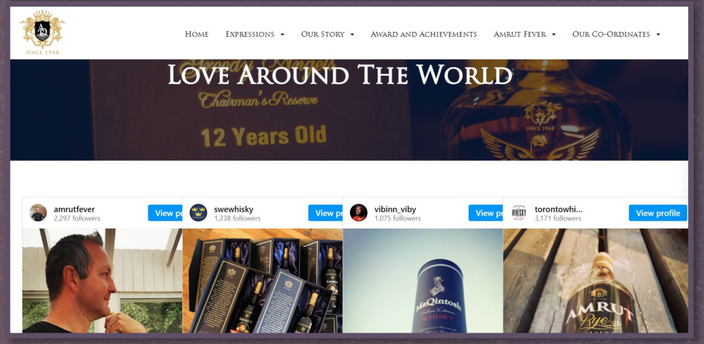
Straight up 615 presents An Exclusive Tasting Session with Mr. Ashok Chokalingam, Head-Distilling & International Sales, Amrut Distilleries.

Explore the Depth and Diversity of Amrut's Single Malts, Paired with Curated Cocktails and Chef Inspired Courses perfectly matched with each whisky expression.

Offering a tour of the Amrut Distillery to select visitors who sign up on website to learn the art behind the bottles. Frequent tasting sessions with their in-house experts.

FAN LED COMMUNITY: A UGC HUB





Led by Dennis Steckel from Sweden, Amrut Fever is a fan led community that offers exclusive bottlings, priority information and events to its members. An extension to it, Love Around The World is a UGC hub that motivates Amrut drinkers to share their love

INDRI
इंद्री

CRAFTSMANSHIP & ADVENTURE

PROPOSITION: AWAKEN TO DISCOVER

Indri occupies a premium Indian Single Malt space emphasizing on its Indian heritage and top-tier craftsmanship that fits in a contemporary world. Focuses on Indian cultural roots while positioning it as a global player.

BRAND USER

Experimental whisky enthusiasts who appreciate uniqueness, quality, local products, showcasing interested in exploring Indian spirits.

BRAND TONALITY

Elegant, Confident & Authentic, reflecting the heritage of the region with a modern appeal.

SOCIAL MEDIA PRESENCE

Present across all platforms, it focuses on awareness by highlighting the product story , production process, ingredient story and the legacy of Brand.

CONTENT OFFERING

Focuses on the brand's story, the craftsmanship involved, cocktail recipes, and an exploration of Indian flavors, aiming to educate and inspire whisky lovers.

VISUAL APPROACH

PRODUCT AS HERO

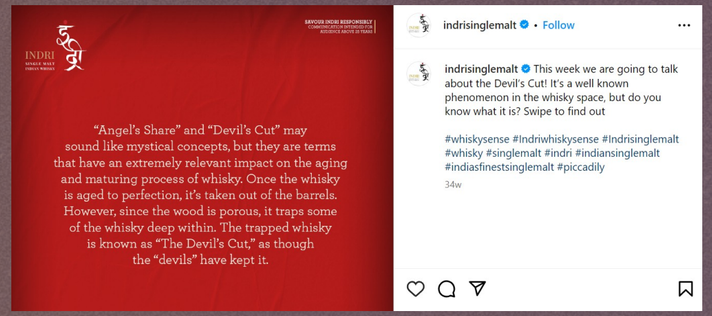
Product heavy communication highlighting various aesthetics of the bottle immersed into mood boards.

VISUAL FOCUS: SLICE OF LIFE

Giving a glimpse of various moments and moods in which Indri is usually savoured.

CONTENT APPROACH

INFORMATIVE CONTENT FOR NEW WHISKY DRINKERS



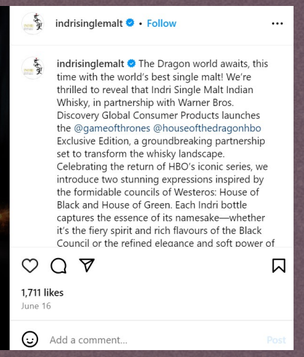
Answering FAQS around whisky in their social content. Participating in category led podcasts like "Inside Indri Whisky with Madhu Kanna"

CAPITALISING ON AWARDS & ACHIEVEMENTS

Showcasing all their awards, achievements, testimonials from across the globe to position themselves as the best in Indian Single Malt category.

PARTNERSHIPS & EXTENSIONS

LIMITED EDITION COLLABORATION X HBO


indrisinglemalt • Follow

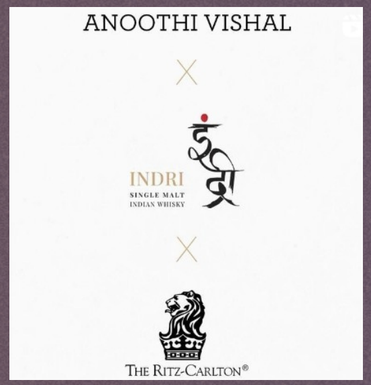
indrisinglemalt The Dragon world awaits, this time with the world's best single malt! We're thrilled to reveal that Indri Single Malt Indian Whisky, in partnership with Warner Bros. Discovery Global Consumer Products launches the @gameofthrones @houseofthedragonhbo Exclusive Edition, a groundbreaking partnership set to transform the whisky landscape. Celebrating the return of HBO's iconic series, we introduce two stunning expressions inspired by the formidable councils of Westeros: House of Black and House of Green. Each Indri bottle captures the essence of its namesake—whether it's the fiery spirit and rich flavours of the Black Council or the refined eleoance and soft power of

1,711 likes
June 16

Add a comment... Post

An official collaboration with HBO & Game of Thrones to tap into the trending buzz around House of Dragons upon its season 2 release.

ON GROUND EXPERIENCES



indrisinglemalt • Follow

indrisinglemalt Of old school "baithaks" and joys of simple "mehfils", Of love that knows no boundaries. The forgotten verses, the memories tucked away in hidden corners of our childhood homes. Of art, culture, craft and cuisine that binds us all together. Standing tall as the custodians of "zardozi", @divaniindia presented Mubarak: The Awadh chapter in association with Anjuman-e-Arzoo.

At the heart of a captivating evening, Indri was savoured, celebrating moments lost in the sands of time. As elegance and history mingled in the air, the rich bouquet of flavours of Indri added its own narrative of culture, craft and tradition.

#mubarak #zardozi #Indrisinglemalt #whisky #singlemalt #indri #indiansinglemalt #indiasfinestsinglemalt #piccadily

925 likes
April 25

Collaborating with brands and people in various niches like hospitality, food, music and art to create on ground experiences and penetrate new audiences.

LEARNINGS & OPPORTUNITIES

LEARNINGS	OPPORTUNITIES FOR RAMPUR
COMMUNICATION APPROACH Brands are effectively using their heritage to forge strong emotional connections with consumers, with Indian brands highlighting local roots and Scottish brands emphasizing authentic origins.	**LEVERAGE THE PRIDE & HERITAGE CONNECT** Leverage your brand’s deep connection to the Indian roots to create culturally resonant messaging that taps into national pride and authenticity.
CONTENT APPROACH Brands are positioning themselves as thought leaders by investing in informative content that explores the nuances of the world of whisky and engaging the curious consumers.	**BE THE GO TO SINGLE MALT GUIDE FOR YOUR CONSUMERS** Enhance brand credibility and consumer knowledge by offering insightful, educational content in collaboration with influential figures.
CREATIVE APPROACH Peers have crafted a distinct design language that shapes the audience's perception of luxury, using a consistent color palette, high-class imagery, elegant settings, and exclusive activities.	**BUILD A COHESIVE VISUAL LANGUAGE FOR THE BRAND** Create a visual mood board for Rampur that defines the premium status of the brand through a consistent color palette, well defined premium consumers in luxury settings, and imagery that showcases exclusive and sophisticated experiences
COMMUNITY APPROACH Global brands are successfully navigating the landscape in India by leveraging purpose-driven narratives that resonate with broader social themes. They are building strong communities by offering exclusive access to limited edition products, events, and specialized content.	**CULTIVATE A LOYAL CONSUMER BASE WITH VALUE-ADDED COMMUNITY** Foster a sense of belonging through community and enhance brand loyalty and implement purpose-led campaigns that extend beyond digital storytelling to create meaningful on-ground experiences that deepen consumer engagement

Our Approach To Rampur Whisky