BUILDING SOCIAL FOOTPRINT FOR

SANGAM
WORLD MALT WHISKY

Compiled By: wrm white rivers media®

POINTS OF DISCUSSION

- EVOLUTION OF WHISKY CULTURE
- PORTRAIT OF THE NEW-AGE WHISKY DRINKER
- DIGITAL CONTENTVERSE OF THE AUDIENCE
- THE PEER LANDSCAPE
- LEARNINGS FOR SANGAM

ASPIRATION

STATUS

SOCIAL CLASS

A Category Once Bound by a Closed Cultural Script...

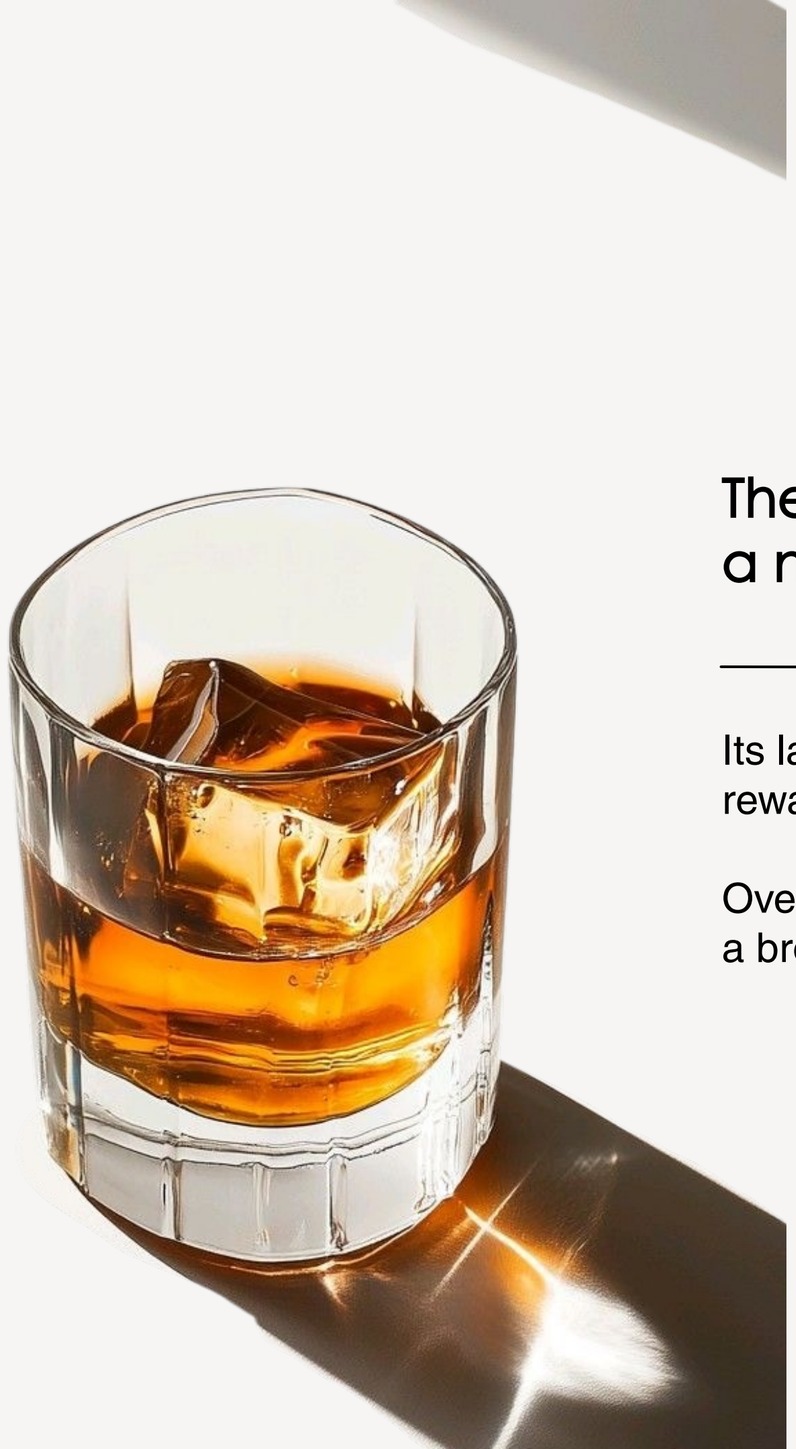
Long dominated by blended whiskies and shaped by inherited drinking rituals, whisky in India has been the drink of arrival - poured at business gatherings, celebratory dinners and social occasions that signalled one had “made it”

Today, Whisky in India Is Entering a New Cultural Phase

The emergence of Indian single malts, growing exposure to global whisky cultures and a new generation of curious, bolder drinkers have brought fresh attention to flavour, craft and provenance, increasingly explored through tasting rituals, storytelling around distilleries, flavour conversations and digital communities

THE ASSOCIATION WITH WHISKY HAS EVOLVED

FROM BEING JUST BADGE OF ARRIVAL TO A SPACE OF DISCOVERY



The modern Indian whisky is a story of confidence and a new reimagined India

Its layers of ageing, provenance and flavour invite curiosity and discovery, rewarding those who spend time understanding it.

Over the years, whisky has become a category that reflects not just taste, but a broader story of India’s growing cultural confidence

This evolution is being reigned in by a new-age whisky drinker

Globally exposed and culturally engaged, a newer grade of Indian consumers are rewriting the codes of whisky and redefining how they approach the golden elixir

The new-age Indian Whisky Sommelier

They crave newness

CURIOSITY

They treat whisky as a journey of taste, not just a drink

They have geeky fairy dust element to them

SIGNAL CURATED TASTE

They value experience as much as the bottle

KNOWLEDGE

They are collectors of stories, not just labels

ADVENTURE

They are culturally global but proudly Indian

Approaching it with intent, they have developed distinct relationships with whisky that help them interpret the drink and assign it a role in their lives...

THE EXPRESSIONIST

WHISKY AS AN
IDENTITY STATEMENT

THE ENTHUSIAST

WHISKY AS A
CRAFT TO BE MASTERED

THE SOCIALIST

WHISKY AS A
LIFESTYLE SYMBOL

THE RITUALIST

WHISKY AS AN
ANCHOR FOR TOGETHERNESS

These distinct relationships reveal how whisky moves beyond being a beverage to becoming a cultural companion that people integrate into their lives in different ways....

CATEGORY-LED
Motivated by whisky itself

SELF-LED
Motivated by expression of identity

THE ENTHUSIAST

For them, whisky is a craft to be understood and mastered. Their curiosity extends beyond the drink to the entire world behind it - distillation techniques, cask influence, regional styles, ageing philosophies. The pleasure of whisky lies as much in learning about the spirit as in drinking it

Brands They Seek:
Craft-led, expert-driven brands

Brand world they respond to:
Craft, heritage, expertise, distillery culture, quiet appreciation

THE RITUALIST

For them, whisky is inseparable from the act of pouring and sharing. It anchors hospitality and the rituals of gathering with friends, colleagues and family. The enjoyment of whisky here is not about technical mastery but about the social culture that surrounds the drink

Brands They Seek:
Trusted legacy brands

Brand world they respond to:
Conversation, gatherings, warmth, hospitality, shared stories

THE SOCIALIST

For them, whisky is defined by how it fits within contemporary culture like bars, music, nightlife. They are comfortable reinterpreting the category through cocktails, highballs and creative formats, seeing whisky as adaptable and relevant to modern lifestyles

Brands They Seek:
Culture-driven lifestyle brands

Brand world they respond to:
Mixology, creative culture, collaborations

THE EXPRESSIONIST

They approach whisky as a reflection of their personal taste. The bottles they choose become part of how they express individuality and aesthetic sensibility. Their relationship with whisky is less about tradition and more about finding expressions that feel uniquely their own

Brands They Seek:
Brands with clear identity of their drinkers

Brand world they respond to:
Personal identity, taste exploration, modern self-expression.

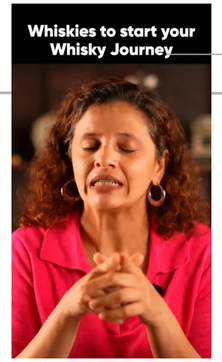
Digital Has Become the New Gateway to Whisky Culture

As consumers develop their own relationship with whisky, they increasingly turn to digital platforms to explore the category. From interactive masterclasses and bartender-led tastings to flavour breakdowns on YouTube Shorts and Instagram-style reels, **digital content has become a key space where drinkers learn, experiment and deepen their understanding of whisky**

Their digital contentverse serves as a segue into exploring their relationship with whisky

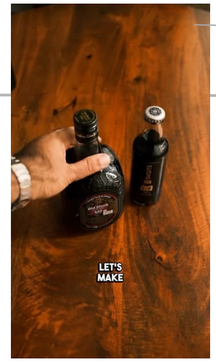
Inspiration

Content that sparks curiosity and introduces consumers to the world of whisky



Tips for whisky newbies

Seasonal recipes



Occasion-related recipes

Discovery

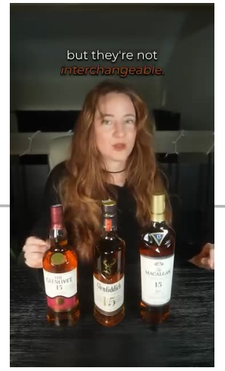
Content that helps drinkers explore new brands and navigate the breadth of the category

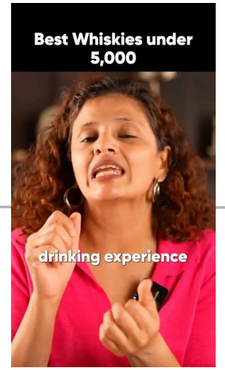
New brands in the market

Travel-related whisky experiences

Evaluation

Content that guides consumers toward the whisky that fits their taste, budget etc





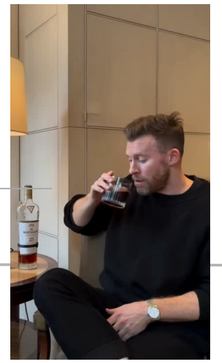
Moment-specific evaluation

Inquiry

Content that deepens knowledge for those seeking mastery of the category

Deep-dive into niches

Branded knowledge of drinking traditions



The Peer Landscape

Category players are actively showing up in consumers lives by owning a cultural role in their world.They are behaving less like product marketers and more like curators, shaping the environments, rituals and identities within which their drink belongs

MONKEY SHOULDER
100% MALT WHISKY

JOHNNIE WALKER

INDRI
SINGLE MALT
INDIAN WHISKY

BROAD SOCIAL MEDIA PRESENCE

Indri positions itself at the intersection of Indian heritage and contemporary whisky craftsmanship, using social to demonstrate both cultural authenticity and modern sophistication, ensuring that the brand feels simultaneously local in identity and global in ambition. A coherent narrative is maintained across to reinforce that Indri represents the coming of age of Indian whisky

TONALITY

Refined, sophisticated, Cultural

Adopts cues that signal sophistication and draws on the gravitas of Indian heritage while expressing it through a contemporary aesthetic, resulting in a communication style that feels cultured and inviting

TERRITORY

Heritage, Sensory awakening

“Awaken to Discover” encapsulates this duality, encouraging consumers to approach the whisky not just as a drink but as an invitation to explore flavours, aromas, and cultural stories.

AUDIENCE

Sophisticated, culturally rooted, proud of their heritage

Indri positions its drinker as someone with refined curiosity and cultural confidence. Appeals to a cohort of consumers who feel that India’s luxury story is maturing and who want their consumption choices to reflect that moment of arrival

CORE CONTENT NARRATIVE

PRODUCT STORYTELLING

Central narrative engine where each expression is treated as a chapter in Indri’s broader craft journey, allowing the brand to continually evolve its narrative while maintaining a strong anchor in production philosophy and terroir

EXPERIENCES TYPE

Curated tasting sessions, guided whisky explorations, and collaborations with respected voices within the global whisky community

Experiences are are designed to simulate the rituals through which enthusiasts traditionally discover and evaluate whisky and reinforce the idea that Indri is not simply a product but a gateway into a collective appreciation of whisky

MOODBOARD

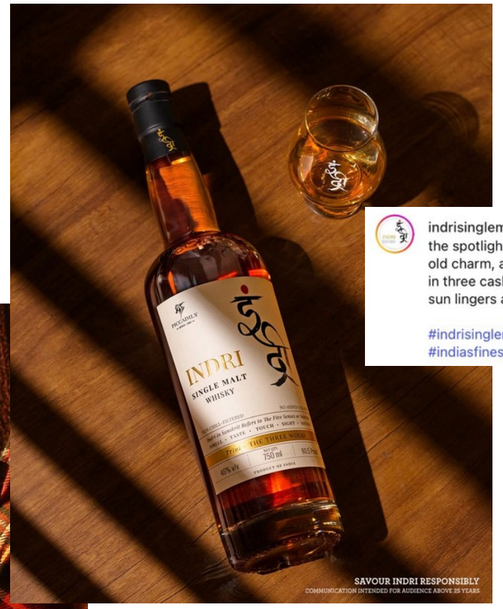
Build for individuals who have “arrived in life” and see themselves as explorers of taste, patrons of craft

The emphasis on community-led traditions, shared tasting experiences, and curated hospitality allows Indri to signal refinement while building a network of loyal advocates

Product storytelling references cultural symbolism alongside cues of experimentation and boundary-pushing, ensuring that the brand’s feed becomes an evolving archive of craft exploration

indrisinglemalt As the winter chill sets in, Agneya, with its lightly peated profile, becomes the perfect companion. Its subtle smokiness brings comfort to the cold, making every winter moment feel a little warmer.

#Agneya #whisky #indri #piccadilydistilleries #bornoffire #craftedbyfire #singlemalt #indiansinglemalt



indrisinglemalt There’s a kind of summer that doesn’t seek the spotlight. It moves with quiet confidence, wears ease like old charm, and lets the whisky do the talking. Indri Trini, aged in three casks, is crafted for these amber hours, where the sun lingers and the pour lands just right.

#indrisinglemalt #whisky #singlemalt #indri #indiansinglemalt #indiasfinestsinglemalt #piccadilydistilleries

Through its rich tonality Indri reinforces the idea that its whisky is meant to be savoured slowly and thoughtfully, mirroring the rituals of appreciation that

BROAD SOCIAL MEDIA PRESENCE

Monkey Shoulder's social presence is designed to feel like a nightlife and culture page, stepping away from traditional category. The brand's differentiation comes from reframing whisky as a social accessory that is playful, unpretentious and carries the promise of freedom from rules

TONALITY

Urban, Playful, young, energetic, irreverent

Cues that compete in the cultural economy of "what does a good night look like?" - music festivals, DJ sets, high-energy crowds, and an aesthetic of modern urban fun

COMMUNICATION TERRITORY

Anti-Snobbery, Party Culture

"Monkey Everyday" philosophy acts as an invitation to make the brand part of everyday moments that feel alive: pre-gaming, house parties, gig nights, bar hangs, festival afters

AUDIENCE FOCUS

Young, Outgoing, Energetic, YOLO life

Taps into consumers who are drawn to social momentum, cultural participation and see whisky as an experience. They are less concerned about category hierarchies and are more about being someone who is "in the mix"

CORE CONTENT NARRATIVE

LIFESTYLE STORYTELLING

The brand aims for immediacy and relatability, using high-tempo visuals and irreverence to signal that this is a whisky you can bring into your world without changing who you are. It's not asking consumers to step into a whisky world but it's stepping into theirs.

EXPERIENCES TYPE

Exclusively music-first with music fests like Circus that tap on adjacent genre codes of techno and global DJ culture
Frame brand-led experiences as cultural moments to create associations that connect the brand to "good nights" within the mental collage by letting the product live naturally inside the occasion. The experiences reinforce the brand's ambition to build a world that feels larger than whisky as a product

MOODBOARD

Through an aesthetic of modern urban fun, the brand is essentially saying “if your weekends are built around music, crowds, and the pursuit of good chaos, Monkey Shoulder is your kind of whisky”

Speaks like the cool instigator in the group chat who knows where the night’s going - mirroring the social tone of the audience it is trying to attract and make the brand feel like part of the same tribe

The play is not to win on taste superiority, but to win on cultural belonging through strategic brand collaborations : to be the whisky that lives in the most fun rooms, with the most fun people, in the most fun moments.

BROAD SOCIAL MEDIA PRESENCE

The brand positions itself not only as a legacy whisky but as one that continues to move with the times, adapting to new consumption habits and social rituals without losing the authority built over generations. This is done through a strong emphasis on cocktail culture to expand the brand into mixed formats and match up contemporary drinking styles

TONALITY Fun, Young, Colourful

Bright palettes, dynamic and playful cocktail visuals to signal that it is energetic and contemporary while still carrying the credibility of a legacy name

TERRITORY Social Fun

Reimagines whisky as a facilitator of connection and occupies a cultural space that champions the idea that whisky can live comfortably within modern social life and become reimagined symbol of celebrations

AUDIENCE Curious, young, experimental, versatile

Through cocktail culture, the brand appeals to consumers who are curious about whisky but may not yet identify as traditional whisky enthusiasts. These consumers are open to exploring spirits but prefer formats that feel lighter, social, and versatile

CORE CONTENT NARRATIVE

PRODUCT STORYTELLING

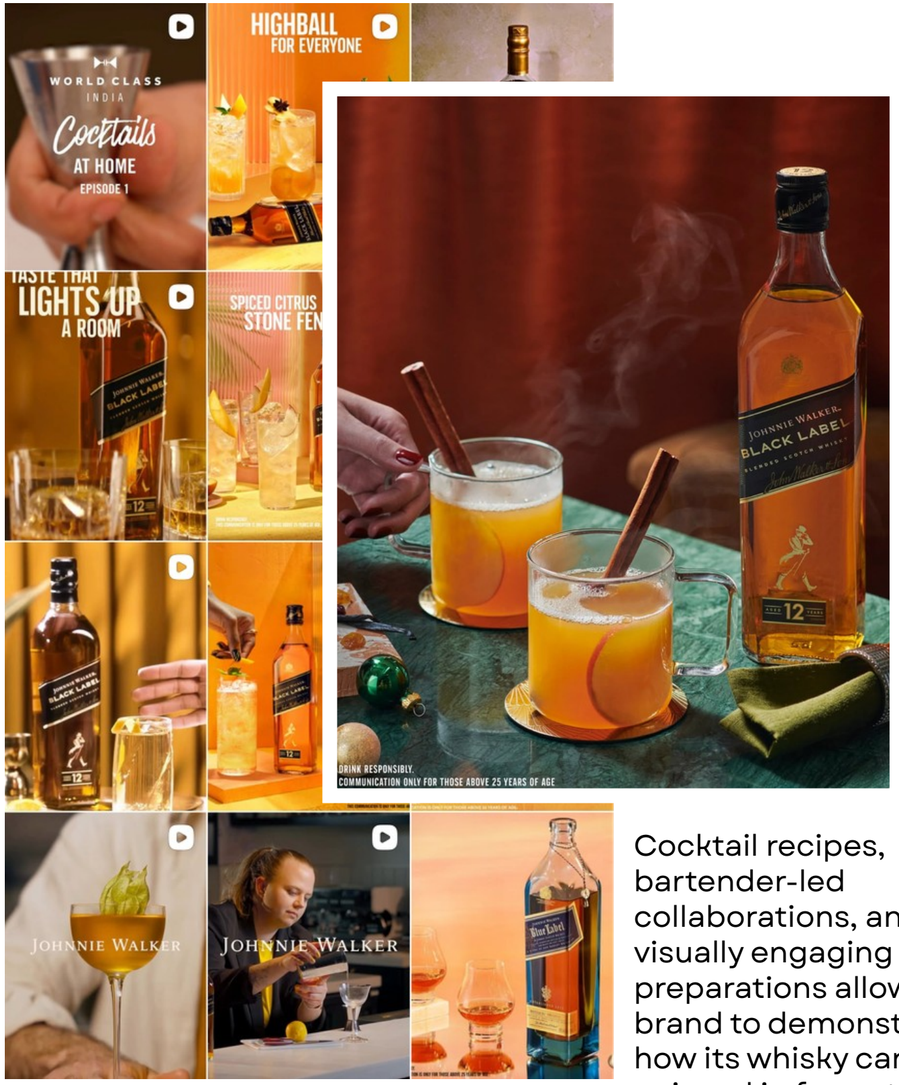
Strongly anchored in cocktail culture. By placing its whisky within cocktail recipes, bartender collaborations, and mixology-focused content, the brand signals that it understands how younger consumers are engaging with spirits today

EXPERIENCES TYPE

Branded fashion nights, themed fests

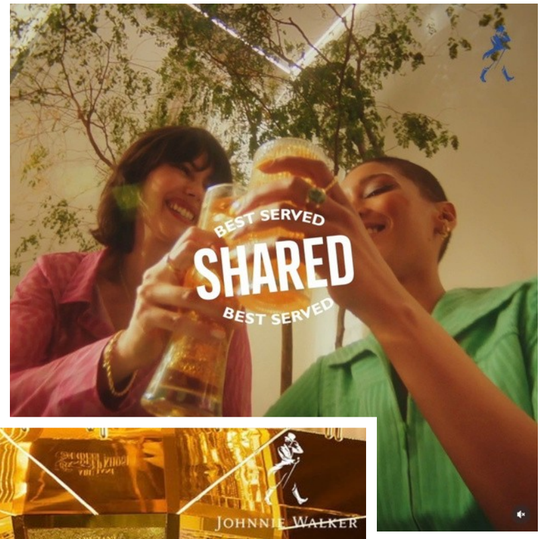
Experiences positions the brand within a broader cultural context where the brand becomes associated with good company, good music and relaxed celebration while projecting an aspirational lifestyle scene

MOODBOARD



Cocktail recipes, bartender-led collaborations, and visually engaging drink preparations allow the brand to demonstrate how its whisky can be enjoyed in formats that feel lighter, more playful, and more socially adaptable

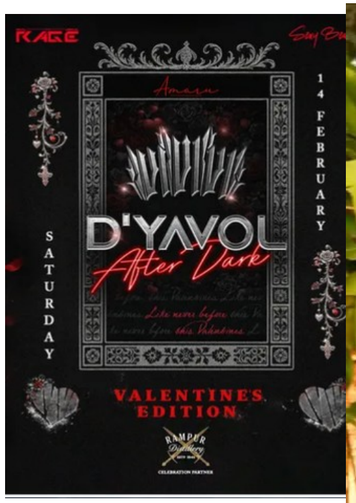
To bring “social fun” to life, taps onto moments of social connection, shared celebration, and modern drinking occasions

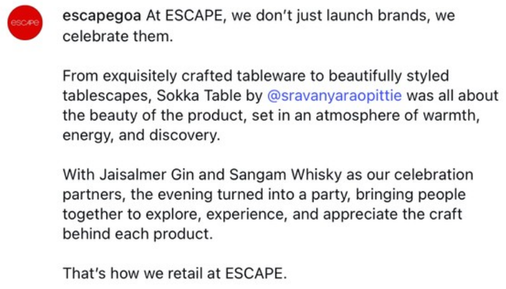


Creator-led cocktail creations, positions brand within the evolving craft of mixology and make it feel more social and creative (away for traditionalist POV)

SANGAM
A beautiful harmony
WORLD MALT WHISKY

BRAND ANALYSIS





Experience showcases a wide variety of lifestyle moments - music festivals, café meet-ups, fashion & beauty collaborations, perfume-making workshops. Individually, many of these experiences align with the idea of a refined lifestyle, but collectively they do not yet form a cohesive cultural universe

The idea of Sangam being "crafted for those who savour the world" positions the brand for a very distinctive individuals who see themselves as culturally curious, globally exposed, and comfortable moving between different cultural worlds. At the moment, the audience appears more like a generic premium lifestyle consumer rather than a distinct tribe with a recognisable worldview

Strong emphasis on product-forward approach ensures that the whisky remains visible and recognisable. However, the storytelling around it often stays within a transactional frame, limiting the larger brand philosophy to come forth

BUILD A DISTINCT BRAND TRIBE FOR THE SANGAM DRINKER

Peers are building for distinct identities and showing the life of the person who would naturally drink it. Sangam's audience currently reads as a generic premium consumer.

Build a sharper portrait of the "citizen of the world" - culturally curious, globally influenced, collectors of experiences

TransLATE "SAVOUR THE WORLD" INTO A CULTURAL UNIVERSE

While our peers are actively owning clear experiential signature, our positioning of cultural convergence is not yet expressed as a distinct world consumers can step into.

Sangam should become a meeting point of global influences - food, craft, music, travel meeting in one space. Use experiences and digital storytelling to make Sangam the meeting point of global cultures

Own THE SPACE OF CULTURAL EXPLORATION DIGITALLY

Create content that helps drinkers discover global flavours, traditions and craft. We partner with bartenders, chefs and cultural creators who embody global curiosity

Creative Strategy

India has always been a

CONFLUENCE

From the sacred rivers of the Triveni Sangam to centuries of cultural exchange, influences have continually come together to shape the country.

OUR

food blends global flavours
music merges traditions
cities carry many worlds
stories carry many cultures
festivals unite traditions
art reflects many influences
journeys cross worlds
streets echo cultures
tastes borrow worlds
homes host worlds
rhythms blend traditions
traditions cross borders
sounds carry worlds

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

The Brand Truth.

Sangam is a whisky shaped by influences from across the world, where traditions and ingredients converge in one seamless expression.

Yet today, the brand largely exists as a product, with little narrative or cultural footprint in its storytelling.

How do we do justice to what the brand stands for not just want it functionally brings to the table..

A World Malt

A Confluence

Through elevated storytelling, Sangam brings its spirit of convergence to life by dwelling into the core essence of a

Confluence
A Meeting Point
An Intersection
A Sangam

where worlds meet through people, experiences and collaborations.

WHICH LEADS US TO.....

Exploring the spirit of..
SANGAM
Meeting Point of...
perspectives
traditions
experiences
people
ideas
tastes
& stories.
WEST MEETS EAST
पश्चिम
पूरब
A MEDLEY OF AROMAS

KEEPING WITH US THE...THE CORE SPIRIT

A World Malt for the progressive global Indian.

Culturally fluid

Globally inspired

Shaped by many worlds

SO HOW DOES SANGAM BRING THIS CONFLUENCE OF WORLDS TO LIFE?

THROUGH TWO DEFINING PILLARS THAT SHAPE THE BRAND & THE LIFESTYLE AROUND IT.

CONTENT PILLARS

THE SANGAM STORY

This pillar focuses on the brand’s narrative and the philosophy behind the whisky. It explores Sangam as a World Malt shaped by global whisky traditions, where influences from East and West come together in a seamless blend. Through stories around its origins, craft, ingredients and the thinking behind the blend, this pillar highlights the brand’s belief in bringing different worlds together in one expression.

THE SANGAM LIFESTYLE

This pillar captures the lived experiences of people who move through a culturally fluid world. It highlights moments from their lifestyle, across travel, cuisine, music, art and social gatherings, where different influences naturally come together. Through stories, places and experiences, Sangam becomes part of the way people explore cultures, host conversations and enjoy the worlds they inhabit.

CONTENT BUCKETS

Sangam Story

The World Within
The philosophy behind the World Malt. A meeting of global whisky traditions where East and West come together, blending craft, culture and balance into one seamless expression.

The Citizen Perspective
The mindset of the globally fluent Indian. Shaped by many cultures and experiences, moving effortlessly across art, cuisine, travel and design with a confident global outlook.

Codes of Convergence
Where cultures intersect and influences blend. Global references interpreted through an Indian lens, creating modern expressions born from many worlds.

Sangam Lifestyle

The Art of Hosting
Where hosting becomes an expression of taste. Thoughtfully curated gatherings, intimate settings and attention to detail turn simple moments into memorable experiences.

Markers of Taste
Where taste becomes a statement of identity. Subtle choices, refined rituals and quiet confidence define a standard that values discernment over display.

Cultural Collaborations
Where Sangam engages with culture through meaningful partnerships. Art, design, music and culinary collaborations bring together creators and communities to shape shared cultural experiences.

Year in Review - Calendar - Exploring the Facets of a Confluence

JANUARY

Fresh Starts & New Conversations

Welcoming the new year with fresh beginnings, new perspectives and conversations that set the tone for the year ahead.

FEBRUARY

The Confluence of Connections

Celebrating the relationships and human connections that bring worlds together.

MARCH

The Confluence of Art Forms

Celebrating how different artistic worlds of music, design, food and craft, come together to create new expressions inspired by Sangam.

APRIL

Enter the Sangam World

Introducing Sangam as a meeting point of cultures, where global influences and perspectives converge.

MAY

The World's Whisky Traditions

Celebrating global whisky rituals and serving styles around World Whisky Day.

JUNE

The Sounds of Sangam

Exploring the natural Himalayan sounds of convergence that inspire Sangam.

JULY

The Monsoon Confluence

Exploring how the season of rain brings people, places and experiences together over a glass of Sangam.

AUGUST

The Spirit of Friendship

Celebrating friendships and shared memories over a glass of Sangam.

SEPTEMBER

The Craft of Blending

Exploring the art and science behind Sangam's World Malt.

OCTOBER

The World of Pairings

Discovering how global cuisines pair with whisky.

NOVEMBER

The Spirit of Gifting

Celebrating Diwali through thoughtful gifting with Sangam.

DECEMBER

A World in Celebration

Embracing festive moments where cultures come together.

SANGAM

WORLD MALT WHISKY

CAMPAIGN STRATEGY · APRIL – JUNE 2026

90 DAY PLAN - 3 MINI CAMPAIGNS ACROSS 3 MONTHS

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

APRIL

The Opening Chapter

ENTER THE SANGAM WORLD

A world where every convergence is an expression of who we are.

April marks the opening chapter of the Sangam story, inviting people into a universe shaped by heritage, craft, and shared moments, because this is where....

traditions meet modern expression,

gatherings become rituals,

every pour becomes a moment of connection.

BRINGING THE THEME TO LIFE

ENTER THE SANGAM WORLD

A world where confluence meets expressions.

The Sangam Universe Film

A **cinematic brand film** that unveils the Sangam Universe, where a single bottle becomes the gateway to a world of heritage, craft, and expression.

The Sangam Journey

An **episodic storytelling series** that brings the universe to life through warm, immersive narratives celebrating tradition, character, and the spirit of Sangam.

The Sangam Stamp Book

A **brand-led activation** that allows people to take a piece of the Sangam Universe with them, extending the world of Sangam beyond the bottle and into lived experiences.

IDEA 01

THE SANGAM UNIVERSE FILM

A cinematic story where different cultures and experiences converge into one shared moment.

THE SANGAM UNIVERSE FILM

Where different worlds meet.

CORE IDEA:

A cinematic film introducing the Sangam Universe, where different cultures and experiences converge.

An Indian protagonist walks through doors into different cultural worlds of music, people and conversations. The journey ends with all worlds gathering together, reflecting the philosophy of Sangam: many worlds, one expression.

EXECUTION

The film unfolds as a seamless cinematic journey, with each transition revealing a new cultural world.

- **Room Transitions:** Each door opens into a distinct cultural space like music, art, food and social gatherings
- **Cultural Encounters:** Conversations and interactions reveal moments where different cultures merge.
- **The Convergence Moment:** The film ends with all worlds gathering together in one shared celebration.

Brand Integration

As the protagonist moves through different worlds, these cues become the thread connecting every experience.

The film ultimately brings Sangam's philosophy to life – where different worlds meet and converge into one seamless expression.

IDEA 02

THE SANGAM JOURNEY

A journey that mirrors the philosophy of Sangam, two worlds converging into one shared experience.

THE SANGAM JOURNEY

Cultures are best understood through experience. The places we travel, the food we share and the people we meet reveal how worlds come together, much like Sangam, born from Eastern heritage and Western craft.

CORE IDEA:

A digital episodic series where one Indian and one international creator meet as strangers and travel across India together.

As they journey toward the Himalayas where Sangam is crafted, they explore food, culture and landscapes. Their journey mirrors Sangam itself with two worlds coming together through shared experiences.

EXECUTION

The series unfolds as a travel-led cultural exploration, where each stop reveals a new influence shaping the spirit of Sangam.

- **The Route:** *From vibrant cities to hidden cultural pockets, each destination reveals a different side of India.*
- **Shared Discoveries:** *Food, music and local traditions become moments of exchange between two different perspectives.*
- **The Final Stop:** *The journey culminates at the Rampur distillery in the Himalayas.*

Brand Integration

By experiencing India through different lenses, the journey reflects Sangam's essence, many influences coming together in one expression.

IDEA 03

THE SANGAM STAMP BOOK

A collectible passport in the Sangam universe.

THE SANGAM STAMP BOOK

Travel expands perspectives. Every place and culture becomes a meeting point of worlds.
Sangam reflects this spirit of discovery that influences coming together in one seamless expression.

CORE IDEA:

A collectible Sangam Stamp Book inspired by travel passports, where each stamp marks a moment of cultural convergence.

Consumers unlock stamps by exploring places, visiting select bars or attending Sangam experiences. Over time, it becomes a personal passport into the Sangam universe.

EXECUTION

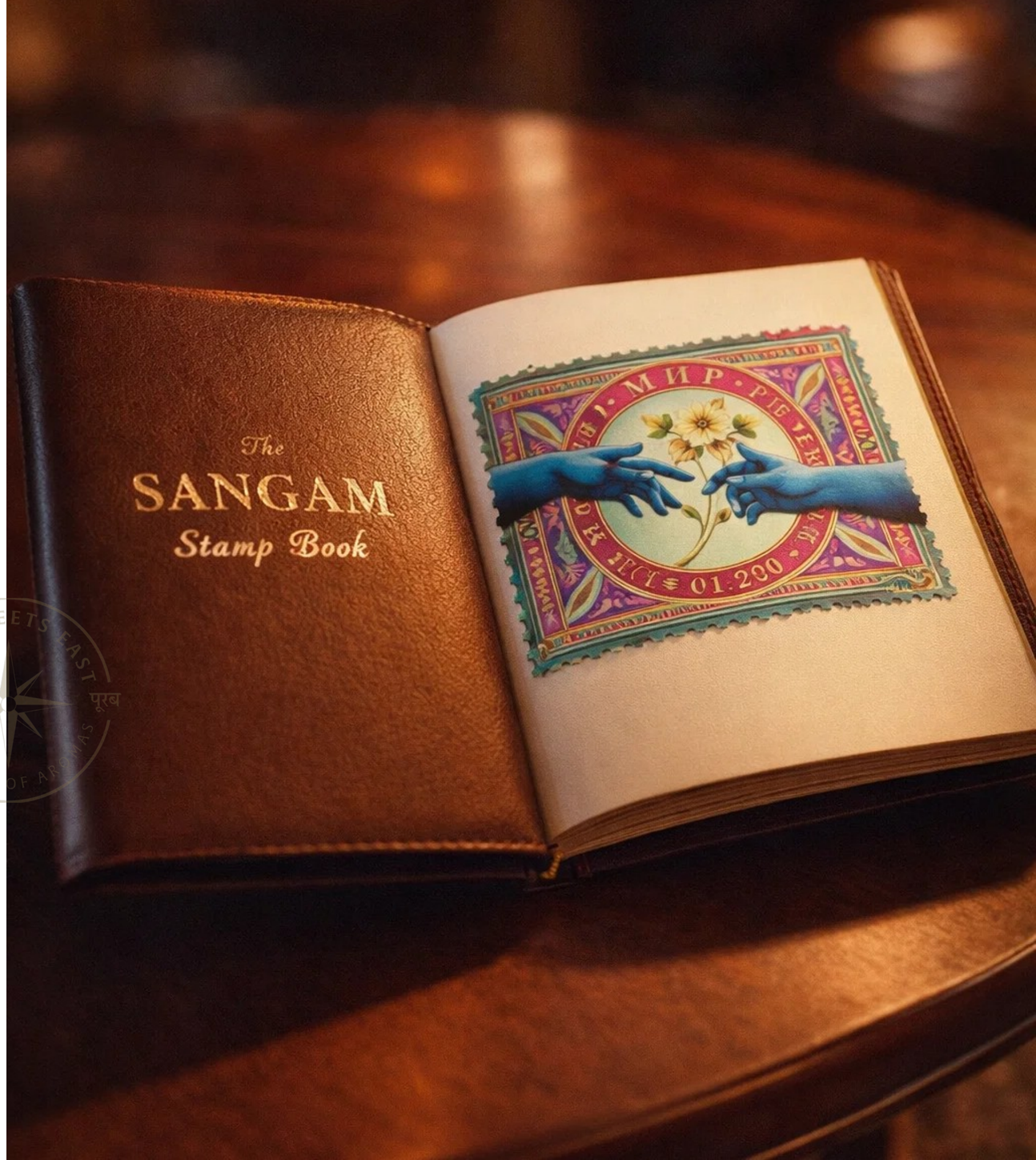
The Sangam Stamp Book grows as people discover new cultural experiences.

- **Digital Stamp book:** A collectible passport where consumers unlock stamps through experiences.
- **Cultural Moments:** Stamps represent worlds like cuisine, music, art and travel.
- **Physical Collectibles:** Limited-edition stamp cards available at partner bars and cultural venues.

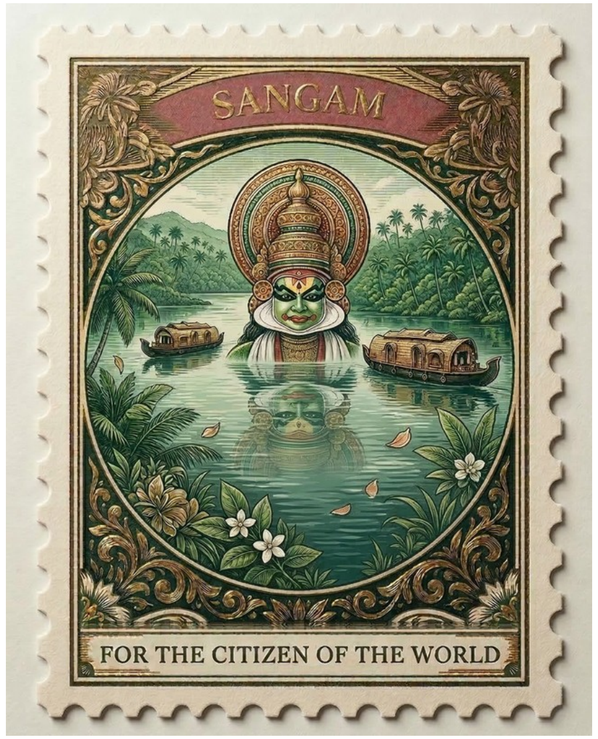
Brand Integration

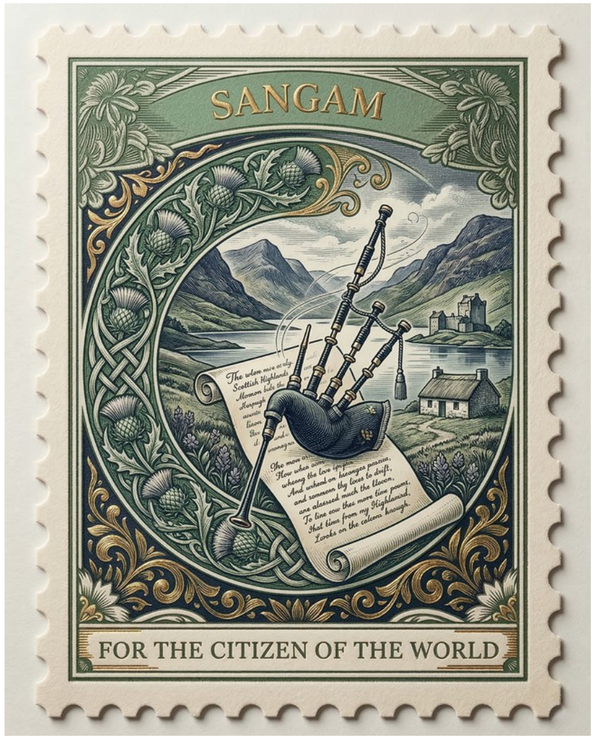
Each stamp reflects a moment where cultures and experiences meet, building a personal archive of discovery.

A growing passport into the world of Sangam.



SAMPLE STAMPS





MAY

The Cultural Exploration

EXPLORING THE SANGAM WORLD

A journey through the traditions, rituals, and cultures that shape the world of whisky.

Having opened the doors to the Sangam Universe in April, May invites audiences to explore it further.

Across cultures, whisky has been shaped by different traditions, rituals, and ways of bringing people together.

Through Sangam, we celebrate how one spirit can be expressed in countless ways around the world.

This month, Sangam becomes a guide to the...many cultures of whisky!

BRINGING THE THEME TO LIFE

EXPLORING THE SANGAM WORLD

A exploration of culture, conversations and creations.

THE WORLD'S WHISKY CONVERSATIONS

A **conversation-led series** where whisky makers, bartenders, and cultural voices share the traditions and rituals that shape whisky across the world.

THE GLOBAL MIXOLOGY SHOWCASE

A **creator-led mixology series** where bartenders from different cultures reinterpret whisky through their own ingredients, techniques, and traditions.

THE SANGAM SECRET MENU

A **curated hidden menu** at select restaurants featuring limited-time cocktails inspired by whisky traditions from around the world.

IDEA 01

THE WORLD'S WHISKY CONVERSATIONS

Exploring the world's whisky traditions, one conversation at a time.

THE WORLD'S WHISKY CONVERSATIONS

Across cultures, whisky is enjoyed differently from Japanese highballs to Scottish drams and American cocktails. Sangam sits at the intersection of these global whisky traditions.

CORE IDEA:

A digital video series where a well-known Indian cultural voice hosts conversations exploring whisky traditions from around the world.

Guests share how whisky is enjoyed in their cultures from rituals and techniques to personal stories. Each conversation shows how Sangam fits naturally within global whisky culture.

EXECUTION

The series unfolds through episodic conversations celebrating global whisky culture.

- **Cultural Conversations:** *Guests include chefs, bartenders, travellers and cultural personalities.*
- **Global Traditions:** *Each episode explores a different whisky culture from Japanese highballs to Scottish drams and American cocktails.*
- **World Whisky Day Build-Up:** *Episodes release leading up to and after World Whisky Day (16th May)*

Brand Integration

Sangam remains at the center of every conversation, positioning the brand as a whisky that belongs within the world’s whisky traditions.

IDEA 02

THE GLOBAL MIXOLOGY SHOWCASE

A global mixology showcase celebrating how cultures reinterpret whisky.

THE GLOBAL MIXOLOGY SHOWCASE

Across cultures, mixology transforms whisky through flavour, technique and creativity.
From Japanese precision drinks to American classics, cocktails reflect how cultures reinterpret whisky.

CORE IDEA:

A large-scale mixology showcase at Lord of the Drinks (one of Asia's largest bars), where top bartenders reinterpret global whisky traditions using Sangam.

Each creates a signature cocktail inspired by a different whisky culture, turning the event into a live celebration of global whisky creativity.

EXECUTION

The showcase brings together India’s leading mixologists to reinterpret whisky traditions from around the world.

- **Global Cocktail Interpretations:** *Each mixologist creates a drink inspired by a different whisky culture.*
- **Interactive Cocktail Stations:** *Guests explore multiple stations, sample cocktails and discover different interpretations.*
- **World Whisky Day Celebration:** *A large-scale event bringing together bartenders, creators and whisky enthusiasts.*

Brand Integration

Sangam becomes the common thread across every cocktail, positioning the brand at the centre of modern global whisky culture.

IDEA 03

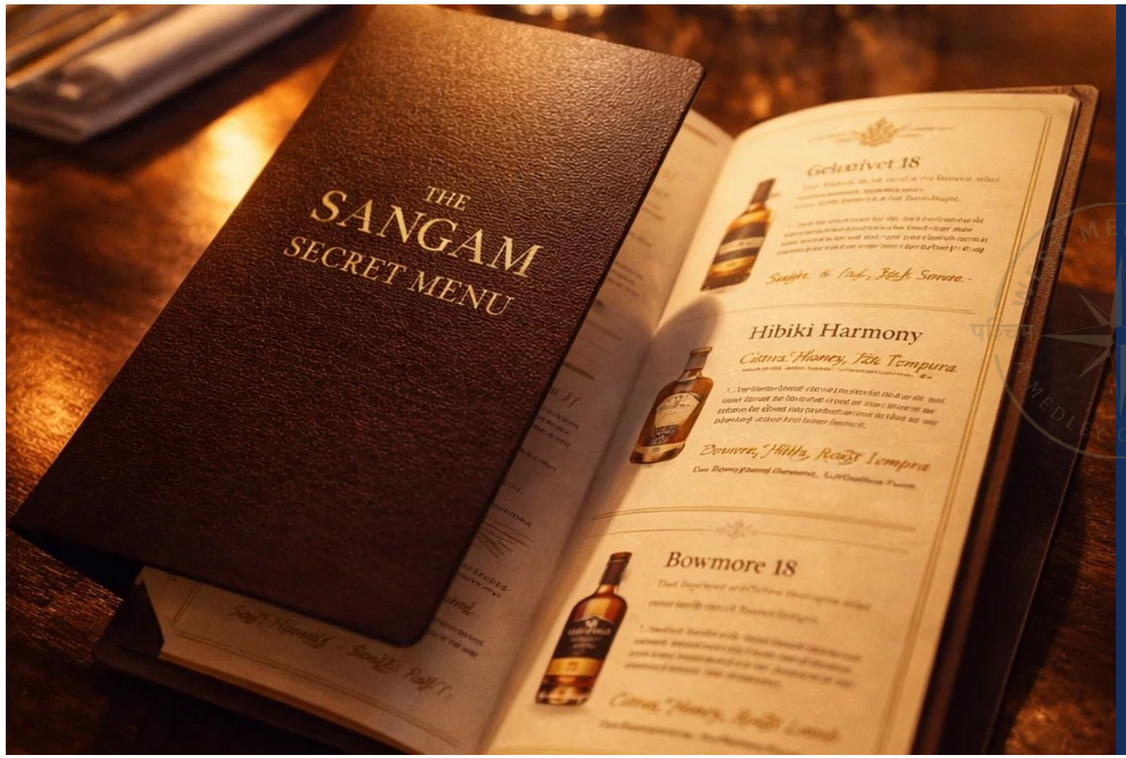
THE SANGAM SECRET MENU

A hidden menu celebrating whisky traditions from around the world.

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

THE SANGAM SECRET MENU

Every culture interprets whisky differently through flavours, pairings and rituals shaped by local tastes. Sangam celebrates this diversity by bringing global whisky inspirations into local culinary spaces.



CORE IDEA:

A limited-time secret menu across select restaurants and bars featuring exclusive Sangam-based cocktails inspired by global whisky traditions.

Accessible through whisky clubs, insider communities and Sangam's digital platforms, the menu turns discovery into part of the experience.

EXECUTION

The secret menu creates exclusive discovery moments for whisky enthusiasts across cities.

- **Restaurant Collaborations:** *Select venues introduce off-menu Sangam cocktails and pairings inspired by global whisky cultures.*
- **Insider Access:** *Menus unlocked through whisky clubs, communities and Sangam's digital platforms.*
- **Nationwide Build-Up:** *Experiences roll out across cities leading up to World Whisky Day.*

Brand Integration

Sangam becomes the spirit that connects global whisky inspirations with local experiences, bringing the world's whisky traditions into one shared discovery.

JUNE

The Experience Of Sangam

EXPERIENCING THE SANGAM WORLD

An immersive dive into the sounds and rhythms that shape Sangam.

June invites audiences to experience the world of Sangam through a different lens of sound.

In the Himalayas, sound is born where elements meet. Clouds brush mountain peaks, rivers converge into powerful flows and winds move through ancient forests.

Much like Sangam itself, these moments of confluence create a rhythm that feels both natural and powerful.

In June, Sangam captures these sounds and transforms them into a musical expression of the brand; celebrating the moments, rhythms and sensory experiences that bring the spirit of Sangam to life.

BRINGING THE THEME TO LIFE

EXPERIENCING THE SANGAM WORLD

An immersive dive into the sounds and rhythms that shape Sangam.

THE SANGAM SOUNDSCAPE

A **unique musical collaboration** that transforms the natural sounds of the Himalayas like rivers, wind and rain into a signature Sangam track.

THE SANGAM SYMPHONY

A **live musical performance** where renowned musicians recreate the sounds of the Himalayas using both classical and modern instruments.

THE SANGAM SOUND CHART

A **Spotify Top 50 chart celebrating songs** where musical worlds meet blending languages, instruments and cross-cultural influences.

IDEA 01

THE SANGAM SOUNDSCAPE

Turning the natural sounds of the Himalayas into music.

THE SANGAM SOUNDSCAPE

In the Himalayas, sound is born where elements meet where rivers converge, clouds brush mountain peaks and winds move through forests. These natural moments of convergence shape the landscape where Sangam is distilled.

CORE IDEA:

Capture the natural sounds of the Himalayas and transform them into music. Live recordings of rivers, wind and mountain rain become the foundation for a collaborative musical project where renowned artists create one signature Sangam track.

Each element of the track draws from a different natural convergence point, turning the landscape that inspires Sangam into a single seamless composition.

EXECUTION

The project turns Himalayan soundscapes into a musical expression of the brand.

- **Field Recordings:** *Capture natural sounds where elements meet across the Himalayan landscape.*
- **Musical Collaboration:** *Artists and producers reinterpret these recordings into original compositions.*
- **Sound Collection:** *The result becomes one signature track or a series of pieces inspired by different convergence points.*

Brand Integration

Nature’s raw sounds merge with musical artistry, mirroring the philosophy of Sangam, where distinct elements come together in harmony.

IDEA 02

THE SANGAM SYMPHONY

A live musical performance inspired by the sounds of Sangam.

THE SANGAM SYMPHONY

Music, much like nature, finds harmony when different sounds come together. When instruments, rhythms and influences meet, they create something greater than their individual parts.

CORE IDEA:

Bring The Sounds of Sangam to life through a live musical performance.

Renowned musicians reinterpret the Himalayan soundscapes through classical and contemporary instruments.

EXECUTION

The performance becomes a live cultural experience inspired by the origin of Sangam.

- **Iconic Venues:** *Hosted at cultural spaces such as opera houses or performance halls.*
- **Musical Interpretation:** *Artists perform compositions inspired by rivers, winds and mountain landscapes.*
- **Immersive Performance:** *The audience journeys through the sounds that shape the spirit of Sangam.*

Brand Integration

A cultural performance that transforms Sangam's origin into music, celebrating the harmony created when worlds meet.

IDEA 03

THE SANGAM SOUND CHART

A Spotify chart celebrating songs where different musical worlds meet.

THE SANGAM SOUND CHART

Across cultures, music evolves when sounds come together where languages blend, instruments merge and global influences shape new expressions. These moments of musical convergence reflect the philosophy of Sangam.

CORE IDEA:

Introduce The Sangam Sound Chart in collaboration with Spotify.

A curated Top 50 chart featuring songs where musical worlds meet through multiple languages, blended instruments and cross-cultural influences.

The chart becomes a snapshot of how modern India listens to music today.

EXECUTION

The initiative celebrates musical convergence across cultures.

- **Spotify Collaboration:** *Sangam partners with Spotify to release the annual Sangam Sound Chart.*
- **Curated Selection:** *Songs are selected based on moments of convergence, such as two languages in a track or the blending of different musical instruments and styles.*
- **Listener Participation:** *Users create and share their own Sangam-inspired playlists, drawing from the chart and celebrating music where cultures meet.*

Brand Integration

Just as these songs blend influences from different worlds, Sangam brings together global whisky traditions into one seamless expression.

SANGAM

WORLD MALT WHISKY

YEARLY IP IDEAS

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

1

The Cologne Of Confluence

DIGITAL & EXPERIENTIAL ACTIVATION

The experience of whisky begins with aroma.

Before the first sip, notes of fruit, spice and oak reveal the character of the spirit.

Sangam itself is built on this complexity;
a World Malt where ingredients and traditions from different parts of the world converge in one seamless expression.

As audiences explore flavour through multiple senses, Sangam extends this ritual of discovering aroma into a new format: ***scent.***

*Through **The Cologne Of Confluence**, the aromas within Sangam are reimagined as a personalized fragrance experience.*

An interactive digital experience where people create a fragrance inspired by the ingredients found in Sangam whisky.

Through a dedicated microsite, *users explore aromatic notes from the whisky — citrus, fruit, spice, oak and honey, blending them to craft a unique scent.*

Each fragrance can be named and personalized, turning it into a distinctive keepsake or gift.

By transforming whisky aromas into scent, Sangam invites audiences to experience the spirit through a new sensory expression.

Execution | Expansion

- **Digital Creation Platform:** A microsite where users explore the aromatic ingredients found in Sangam whisky and blend them to create a personalized fragrance inspired by the spirit.

- **Personalized Gifting:** Participants name their fragrance and order it as a customized bottle, turning the experience into a unique and personal gift.

- **Live Perfumer Experience:** At select experiential events, guests work with master perfumers who recreate their chosen blends in real time, translating whisky notes into bespoke fragrances.

- **Cultural Amplification:** Content creators, perfumers and whisky experts document the process of translating whisky aromas into scent, highlighting how flavour, culture and craft converge in Sangam.

Tap on the image for the microsite

2

The Sangam Sessions

CREATOR COLLABORATION IP

Creativity today rarely exists within one world.

Music blends genres.
Cuisine merges traditions.
Design borrows from cultures across continents.

The most interesting ideas often emerge when two very different perspectives meet.

Sangam itself is built on this philosophy;
a World Malt shaped by the convergence of global influences, traditions and craft.

The Sangam Sessions is a creator-led content IP where influencers from completely different cultural spaces are paired together to create something unexpected.

A musician with a visual artist.
A chef with a designer.
A photographer with a traveller.

Each collaboration begins with ***two different perspectives*** *and unfolds into a shared creative outcome.*

The contrast between their worlds becomes the catalyst – revealing how unexpected pairings can produce something richer than either could alone.

Through these creative encounters, Sangam celebrates the harmony that emerges when different influences converge.

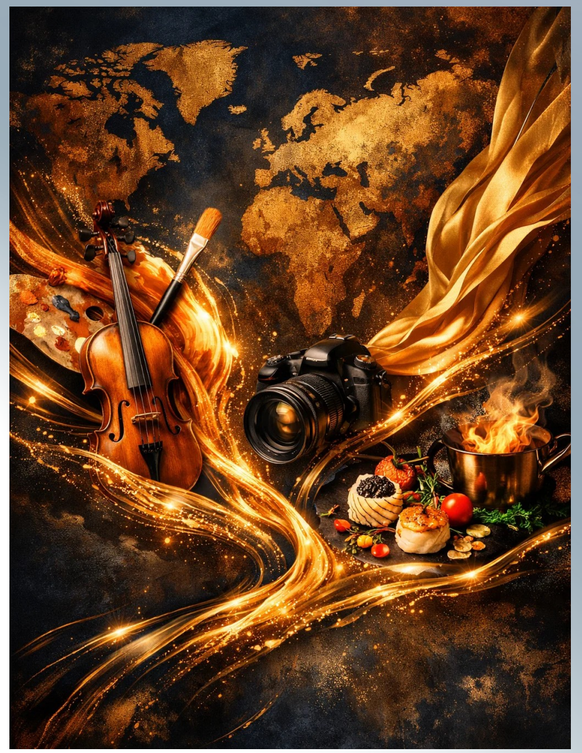
Execution | Expansion

- **Creator Pairings:** Influencers from different creative niches are paired together to collaborate on a shared piece of content.
- **Creative Challenge Format:** Each episode presents a simple brief that forces both creators to merge their disciplines into one outcome.
- **Documented Collaboration:** The process, the conversations, experimentation and unexpected moments, becomes the core storytelling.
- **Cultural Amplification:** The series expands through social platforms, creator channels and community participation, building an ongoing narrative around creativity born from convergence.

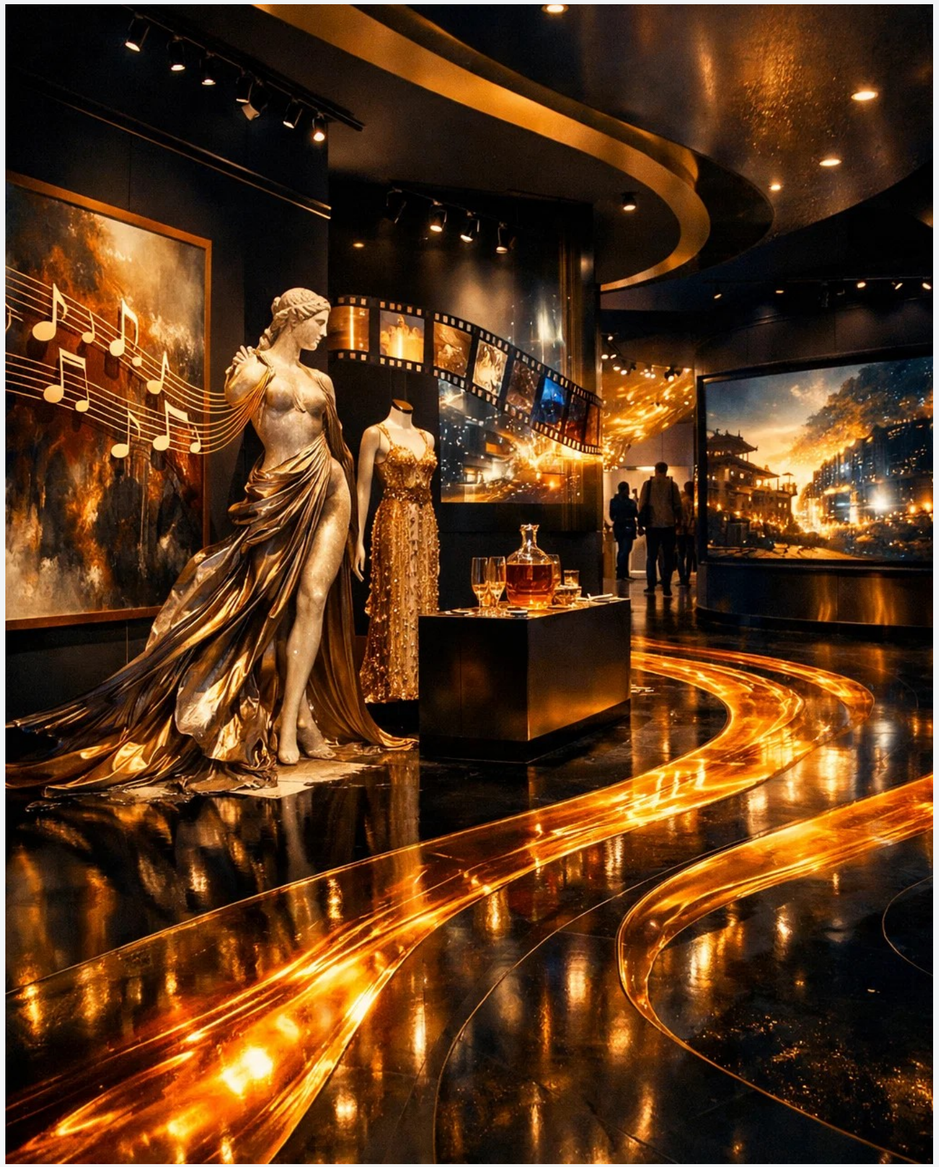
3

The Sangam Museum

DIGITAL MUSEUM IP



A digital cultural museum that celebrates art created at the intersection of influences. Artists across disciplines create works that represent a Sangam of cultures, mediums and perspectives.



Through a dedicated microsite, visitors explore a curated collection of artworks across disciplines of visual art, music, design, fashion, film and culinary craft.

Each piece represents a moment of ***creative convergence,*** *where different traditions, styles or influences come together to form something new.*

Alongside works by renowned creators, the platform opens a ***global call for entries,*** *inviting emerging artists to submit their own interpretation of Sangam.*

Execution | Expansion

- **Digital Sangam Museum:** A curated microsite showcasing artworks where different cultures, mediums or influences converge.
- **Artist Collaborations:** Renowned creators across disciplines launch each edition with their interpretation of Sangam.
- **Open Call for Entries:** Artists and creators submit works that represent their own “Sangam” across art forms.
- **Living Cultural Archive:** Selected works become part of the evolving Sangam Museum, celebrating the convergence of creativity each year.

Tap on the image for the microsite

SANGAM

WORLD MALT WHISKY

SOCIAL CONTENT

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

APRIL IDEA

IDEA 01

THE SANGAM OF FLAVORS

A visually striking carousel brings Sangam whisky’s layered flavor notes to life.

Each slide features the Sangam bottle immersed in its key ingredients, highlighting the depth and richness of its profile and all of it meeting together at one point; Sangam.

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

CREATIVES EXAMPLE

CREATIVES EXAMPLE

IDEA 02

A SIP THAT TAKES YOU PLACES

An engaging half-and-half treatment showcases how a sip of Sangam whisky can transport you to different worlds.

One side shows an individual enjoying the whisky in a familiar setting, while the other transforms into landscapes inspired by places like Scotland, Europe, or India.

WEST MEETS EAST
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A MEDLEY OF AROMAS

CREATIVES EXAMPLE

MAY IDEA

IDEA 03

THE TABLE OF SANGAM

A refined static where Sangam whisky is at the center of a classy dinner setting.

The image features an elegant table with the Sangam bottle placed alongside two to three filled glasses, hinting at a shared moment.

JUNE IDEA

IDEA 04

POURED FROM AROUND THE WORLD

An ASMR-style reel captures the making of a Sangam drink, celebrating the joining that defines the whisky.

As the drink is slowly poured and built in the glass with the Sangam bottle beside it, the background seamlessly transitions across iconic landscapes bringing the spirit of Sangam to life.

WEST MEETS EAST
पश्चिम पूरब
A MEDLEY OF AROMAS

JUNE IDEA

IDEA 05

THE SANGAM SWIRL

A short reel centers around the circular motion of a Sangam drink being stirred, symbolising how one glass brings together influences from around the world.

Shot from a top angle, the swirling motion gradually transitions into iconic landscapes like Miyajima in Japan, Hawa Mahal in India and the green Scottish Highlands.

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