



What Indians Are Drinking in 2026

4th Annual Survey ✨ 155 Bars ✨ 18 Cities

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WORLD-CRAFTED FOR EXCEPTIONAL TASTE

XCLAMATION



RUM
FUN OF
JAMAICAN
FLAVOURS

VODKA
PURITY OF
RUSSIAN
MOONSTONE FILTRATION

WHISKY
RICHNESS OF
DOUBLE CASK MATURED
SCOTCH MALTS

GIN
FLAVOUR OF
7 GERMAN
BOTANICALS

BRANDY
ELEGANCE OF
FRENCH
GRAPES

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CRAFTING THE FUTURE OF *Contemporary* LUXURY

India is redefining the way premium spirits are discovered, experienced and celebrated. Today's consumers are no longer guided solely by category or familiarity; they are seeking brands that enrich occasions, reflect their aspirations and become part of memorable experiences. From intimate moments of quiet celebrations, our choices are increasingly influenced by the story a brand tells and the experience it creates. Fuelled by a growing appreciation for craftsmanship, authenticity and innovation, the Indian alcohol landscape has entered a new era of premiumisation. Success is no longer measured by the quality of the liquid alone, but by the ability to build meaningful connections, inspire discovery and create brands that leave a lasting impression long after the occasion has ended.

Recognising the changing dynamics of the premium spirits market, **ABD Maestro** has implemented a forward-looking approach to brand equity. Rather than focusing its business on a single flagship label, the company has invested in creating a portfolio of brands across multiple spirit categories, reflecting its long-term vision.

Reinforcing this strategic association with Bollywood actor **Ranveer Singh** as Co-founder and Creative Partner, whose entrepreneurial mindset and cultural influence align with the company's ambition to shape the next chapter of premium super-premium and luxury spirits in India.

Whether rooted in heritage, inspired by contemporary tastes or created to redefine emerging segments, each brand contributes to a broader portfolio that reflects the company's belief that meaningful brands are built with intent, not by chance. At the pinnacle of every carefully curated portfolio is a brand that embodies its highest ambition.



For ABD Maestro, it is **THE COLLECTIVE - Limited Edition**, marking the company's entry into the uber-luxury spirit's segment. Priced at INR 11 lakhs for a 700 ml bottle in Mumbai, this rare 34-year-old Speyside Single Malt Scotch Whisky, distilled at the Macallan Distillery in 1991, reflects the highest standards of provenance and craftsmanship. With only 60 individually numbered bottles available on pre-order, it is more than the rarest expression within the portfolio—it is a statement of intent for where ABD Maestro sees the future of luxury spirits.

Anchoring the whisky portfolio is **ARTHAUS Blended Malt Scotch Whisky**, built on craftsmanship and the art of blending 5 single malts, alongside **AODH Irish Whiskey**, inspired by warmth, brotherhood, continuity and enduring storytelling.

WOODBURNS Contemporary Indian Whisky is the first ever Indian brand to win the 'Revelation Blended Whisky Award' and Grand Gold at 27th Spirit Selection by Concours Mondial de Bruxelles (CMB) 2025, one of the world's largest blind-tasted spirits competitions.



Completing the whisky offering is **YELLO Designer Whisky**, a cross-continental blend of Scotch and Indian malts crafted for consumers who see whisky as an expression of personal taste rather than tradition alone. Each brand reflects a distinct philosophy while collectively showcasing the breadth of ABD Maestro's approach to modern whisky.

The white spirits portfolio is equally distinctive. **ZOYA Special Batch Gin** offers a contemporary interpretation for today's discerning gin drinker along with flavour variants like Watermelon, Espresso Coffee and Pink Mix Berries, while **PUMORI Small Batch Gin**, available as individual expressions and curated ranges, reflects precision, intent and meticulous craftsmanship in every batch. Completing the portfolio is **RANGEELA Contemporary Indian Vodka**, a triple-distilled, platinum chill-filtered expression created for a generation that values authenticity, quality and purposeful choices. These brands demonstrate that craftsmanship is not confined to a single category—it adapts, evolves and finds new expression across every spirit within the ABD Maestro portfolio.

ABD Maestro continues to strengthen connections across the industry while fostering a culture of innovation and discovery. Every initiative reflects a long-term commitment to elevating not only individual brands but also the broader culture surrounding premium spirits in India.

Beyond building brands, ABD Maestro remains committed to contributing to the evolution of India's premium alcohol ecosystem through meaningful collaborations, immersive consumer experiences and initiatives that celebrate creativity, craftsmanship and hospitality. The inaugural **Bar Maestro**, the ultimate bartending competition initiated in seven Indian cities culminated with one Grand Gold and two Gold winners. With more than 350 participants and the best of jury it has set a strong benchmark in the business and with the community.

As global demand for premium and luxury spirits continues to grow, ABD Maestro is well positioned for its next phase of expansion. In addition, ABD Maestro represents a belief that celebrates craftsmanship in all its forms. Craft does not change with the category—it adapts to it. This belief continues to shape brands, expressions and experiences.



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EDITOR'S NOTE

Hello,

Welcome to the **fourth edition of What India Is Drinking**, our annual survey that tracks the most popular brands of alcohol and non-alcoholic drinks, as well as the cocktails that Indians are ordering at premium bars across the country.

The backdrop to this year's report is particularly interesting. Global beverage alcohol volumes fell 2% in 2025, marking the third consecutive year of decline. India, by contrast, grew 4% and stood out as one of the strongest growths among major markets, according to IWSR.

What does that growth look like on the ground? This year's survey covers **155 bars across 18 cities and 14 states**, giving us a broader view of an industry that is no longer centred only on its established drinking destinations. Bar culture is developing in smaller cities and emerging markets, while categories once considered relatively niche are finding wider audiences.

The industry is also becoming more globally connected. The UK-India Free Trade Agreement, with its phased reduction in tariffs on spirits, is set to change the accessibility and competitive landscape for imported premium products, while creating new opportunities for Indian brands looking outward.

Indian whisky, in particular, is even more competitive than it was a year ago on a global stage. The growth and awareness of heritage spirits, the contemporary takes of gin and agave, and the expanding interest in premium and craft expressions all point to a drinks landscape that is becoming more diverse rather than simply more premium. Flavours are also becoming central to how brands differentiate themselves, with Indian ingredients such as jamun and saffron taking centre stage.

The cocktail rankings show us that classics remain remarkably resilient, but what counts as a modern classic is changing. This year, we have also introduced a new category for the Most Popular National Cocktails to show which cocktails have the strongest pull across India's bars across spirit categories.

This report has been produced by 30BestBarsIndia, in association with Bengaluru-based agency The Outlier. We are grateful to the bar owners, bartenders and managers across the country who shared their insights and made this year's survey possible.

We hope you enjoy exploring the findings.

Enjoy the read!

Vikram Achanta
Radhakrishnan Nair



How We Did It

What India Is Drinking 2026 is our fourth annual survey of the most popular brands of alcohol across various alcohol and non-alcoholic categories at premium bars in India. This year's survey covers **155 bars across 18 cities and 14 states**, representing a **23% increase in participants over last year**, including established cocktail destinations, smaller cities, and emerging bar markets. The cities covered in the survey are New Delhi, Mumbai, Bangalore, Goa, Gurgaon, Kolkata, Pune, Chennai, Jaipur, Chandigarh, Amritsar, Indore, Udaipur, Hyderabad, Kochi, Shillong, Shimla, Thiruvananthapuram.

The bars were selected from the long list considered for the annual 30 Best Bars India rankings, alongside newer premium bars, each having been operational for at least six months. This gives the survey a view of established drinking patterns rather than one-off openings or short-term spikes.

Our respondents were bar owners, head bartenders and bar managers, giving the survey an on-the-ground view of what guests are ordering. Each respondent was asked to name their top five bestselling brands, or top three in smaller categories, across 21 beverage segments, including Whisky, Gin, Vodka, Rum, Agave, Wine, Beer, Liqueurs and Amaros. In total, 527 brands were mentioned by participants across the survey.

Brand rankings were calculated using a weighted scoring system, with the highest points assigned to first-place mentions. This allows the rankings to account not just for how often a brand was mentioned, but also for where it appeared on each bar's list.

As with last year, the report also looks at how preferences vary across cities. City-level data helps identify where brands are gaining traction, where categories are particularly strong, and how availability and local drinking cultures can shape what ends up in the glass.

This year, we have also expanded the cocktail component of the survey. Bars were asked to name their **top-selling classic cocktails across five spirit categories — Gin, Vodka, Agave, Rum and Whisky**. Looking at these alongside the brand rankings gives us a view of both sides of the bar: what spirits bartenders are serving most, and which classic serves guests are choosing most often.

Together, the data provides a snapshot of India's drinking preferences in 2026, while allowing us to see where those preferences have shifted and where they have stayed remarkably consistent since last year.

F
FINO
TEQUILA

The Spirit of FINO

Signature

Distilled with bold expressive flavours, FINO is a true celebration of those who rise, thrive, and bask in the glory of resilience. Handcrafted from 100% Blue Weber Agave nurtured in the mineral-rich highlands of Jalisco, the Spirit of FINO can be experienced through four expressions- Blanco, Reposado, Anejo and Rosado.

This additive-free spirit is a mastery of bold authenticity, crafted meticulously to deliver an unparalleled tequila experience, poised to elevate any occasion.

#LiveFINO



India's Most Popular Cocktails

The best-selling Indian Cocktail of 2026 is overwhelmingly the Picante, followed by classics: Negroni, Espresso Martini, Old Fashioned, and Gin & Tonic.

Picante is the country's overwhelming favourite cocktail in every city we surveyed. The most likely explanation for its surging popularity (Picante was conceived at the Soho House bar in London, and is hardly known even in Mexico, the home of Tequila) is the dominant flavour of its ingredients—the mix of red chilli, coriander, lime juice, and salt-s seems tailor-made for most Indian palates. Picante's popularity is no longer limited to India's metros; it is showing up in smaller towns with growing bar cultures too, with social media and word of mouth helping the drink travel well beyond the bars where it first became popular.

The 2026 Top 10 is a mix of enduring classics and modern favourites, with a particularly strong showing for gin and agave. Three of the ten, Picante (#1), Margarita (#9) and Paloma (#10), are tequila/agave-led,

while Negroni (#2), Gin & Tonic (#5), Martini (#7) and Gimlet (#8) give gin four spots in the ranking. Together, gin and agave-based cocktails account for 70% of the Top 10.

The Espresso Martini's (#3) position is worth calling out too, as the only vodka-based cocktail to make the overall Top 10, showing how strongly it has established itself as a modern classic. The rest of the list is anchored by familiar classics such as the Old Fashioned (#4) and Long Island Iced Tea (#6).

The inter-city split offers a few interesting insights, even as the Picante takes the top spot everywhere. Gin shows one of the strongest category presences, with Gin & Tonic, Negroni and Gin Basil Smash all featuring across the city rankings, while agave has momentum beyond Picante, with Margarita and Paloma appearing among favourites in multiple cities. The Espresso Martini is also consistent, making the top five in

Kolkata, Bengaluru, Goa, Mumbai and Delhi. Meanwhile, the presence of Old Fashioned, Martini, Gimlet and Negroni shows that the rise of newer favourites is expanding the cocktail repertoire rather than displacing the classics.

India's Most Popular

2026
1 Picante
2 Negroni
3 Espresso Martini
4 Old Fashioned
5 Gin & Tonic
6 Long Island Iced Tea
7 Martini
8 Gimlet
9 Margarita
10 Paloma



City Split

Rank no	1	2	3	4	5
Kolkata	Picante	Espresso Martini Gin & Tonic	Gin Basil Smash Negroni		
Bengaluru	Picante	Negroni	Espresso Martini Long Island Iced Tea	Old Fashioned	Gin & Tonic Paloma
Pune	Picante	Long Island Iced Tea Martini Old Fashioned Whisky Sour			
Gurgaon	Picante	Cosmopolitan Espresso Martini Gimlet Long Island Iced Tea Margarita Old Fashioned			
Goa	Picante	Espresso Martini	Gin & Tonic Negroni Paloma Penicillin		
Delhi	Picante	Negroni	Martini Old Fashioned Espresso Martini Gimlet	Long Island Iced Tea Manhattan Penicillin	
Mumbai	Picante	Negroni	Margarita	Gin & Tonic Espresso Martini	Bloody Mary Gimlet Gin Basil Smash Old Fashioned Paloma
Chennai	Picante	Old Fashioned Pina Colada			

Gin Cocktails

Gin's most popular cocktails remain remarkably consistent in 2026, with the Negroni (#1), Gin & Tonic (#2), Gin Basil Smash (#3) and Martini (#4) holding exactly the same positions as last year. It is a strong showing for established gin serves, with the category's biggest favourites proving difficult to dislodge. There are some movements further down the ranking. Southside (#5) moves ahead of Gimlet (#6), while Bee's Knees (#7) and French 75 (#8) both slip a little. The Vesper (#9) remains in the Top 9.



WATCH OUT FOR:

The staying power of gin classics — with the same four cocktails occupying the top four spots for a second year, the opportunity for bartenders may lie in continuing to find fresh interpretations of these familiar classics.

— COCKTAILS GIN —

2026	2025
1 Negroni	1 Negroni
2 Gin & Tonic	2 Gin & Tonic
3 Gin Basil Smash	3 Gin Basil Smash
4 Martinir	4 Martini
5 Southside	5 Bee's Knees
6 Gimlet	6 Southside
7 Bee's Knees	7 French 75
8 French 75	8 Gimlet Vesper
9 Vesper	9 The Kiss Tom Collins

WHISKY EXPERIMENTS BY JOHNNIE WALKER: TAKING WHISKY BEYOND THE FAMILIAR

Introduced in 2025, Johnnie Walker's Whisky Experiments brings together some of India's leading bars and bartenders to explore the versatility of Johnnie Walker Black Label through contemporary cocktail culture.

As drinking habits evolve, traditional whisky rituals are making room for lighter serves, inventive cocktails and unexpected flavour combinations. Whisky Experiments taps into this shift, giving bartenders a platform to reinterpret the Scotch through new-age cocktails and creative serves.

Since its launch, the programme has grown to reach over 100 leading bars across India, bringing new cocktails and fresh interpretations of the Scotch to their menus.

THE ART OF EXPERIMENTATION

The best expression of Whisky Experiments can perhaps be found behind the bar.

In the recent edition, hosted in May 2025 in Delhi, leading bars including Lair (Delhi), Nutcase (Kolkata), Bar Spirit Forward (Bengaluru) and Americano (Mumbai) brought their own interpretations to Johnnie Walker Black Label.

At Lair, the Coffee territory moved beyond the familiar Espresso Martini, with experiments including Alphonso mango and dark roast coffee, as well as whisky and chai milk. Nutcase explored the Fruity territory through mango, berries and apple, bringing them into contemporary cocktail structures. For Nutcase, Kolkata's leading cocktail bar, the appeal of Johnnie Walker Black Label lies precisely in its familiarity and the

opportunity that it creates for experimentation: "It's one of the most popular whiskies on every back bar in the country. It's so familiar to everyone, and that's the gift for any bartender - an opportunity to reintroduce something everyone thinks they know".

For Arijit Bose, Co-founder - Bar Spirit Forward, Bar Outrigger, Una Hacienda, Bunker Room, WIP, the shift is also visible in how consumers approach experimentation at the bar: "Consumers who come to the bar are becoming increasingly experimental, especially smaller cocktail bars where the general sense of flavor adventure is a lot more due to the trust garnered. trust garnered. Over time people and trade have become less rigid about how whisky can be enjoyed".

His own experiments in Goa reflect this openness, from using smoky whisky in tropical cocktails such as a Piña Colada to the Johnnie Walker Halekulani cocktail created as part of the Whisky Experiments - "The fact that Johnnie Walker Black Label has character and does not disappear in a drink makes it a great base for

a cocktail experiment. Don't hide it rather augment it."

Together, these perspectives show how a familiar whisky can be pushed into new flavour territories when bartenders and consumers are given the freedom to experiment.

BEYOND THE BAR

Whisky Experiments has also found its way into the spaces where India's contemporary culture unfolds.

At Sunburn, Johnnie Walker Black Label brought the programme into a high-energy festival environment, while Lollapalooza Indiasaw a curated Whisky Experiments menu bring cocktails

and mixology into one of the country's biggest music festivals. For Varun Koorichh, Portfolio Head, International Whiskies, Diageo India, "Cocktail culture today extends far beyond the bar, and Whisky Experiments allows us to bring the spirit of Johnnie Walker into these new cultural spaces and experiences."



ONE WHISKY, MANY EXPRESSIONS

For Tim Philips-Johansson, Global Brand Ambassador for Johnnie Walker, the philosophy is straightforward: "The best way to drink whisky is the way you want to."

That idea sits at the heart of Whisky Experiments. Familiar serves sit alongside more unexpected interpretations, with each

offering a different expression of flavour, technique and character.

What started as an exploration behind the bar has grown into an experience around flavour, cocktails and culture, giving consumers more ways to discover what they like.

ONE ICONIC WHISKY. ENDLESS EXPERIMENTS.

— COCKTAILS VODKA —

2026	2025
1 Espresso Martini	1 Espresso Martini
2 Cosmopolitan	2 Martini
3 Martini	3 Bloody Mary
4 Bloody Mary	4 Moscow Mule
5 Moscow Mule	5 Cosmopolitan
6 Caipiroska	6 Caipiroska
7 Lemon Drop	7 Sex on the Beach
8 Sex on the Beach	8 Signature cocktail

WATCH OUT FOR:



The return of the Cosmopolitan — its jump from #5 to #2 is one of the biggest movements in the vodka category this year, suggesting that iconic serves can find new relevance without needing to be reinvented.

Agave Cocktails

The Picante (#1) unsurprisingly continues to dominate India's agave cocktail landscape, retaining the top spot for the second consecutive year. The rest of the category sees familiar tequila serves. Margarita (#2) and Paloma (#3) hold their positions, while Tequila Sunrise (#4) climbs into the Top Five, and Long Island Iced Tea (#5) remains a strong presence despite not being an agave-specific serve. What is particularly notable is the staying power of the top three. Picante, Margarita and Paloma together account for three of the category's top four positions, suggesting that India's agave cocktail preference is for flavour profiles that are fresh with a balance of sweetness, acidity and heat.



Vodka Cocktails

The Espresso Martini (#1) continues to lead India's vodka cocktail rankings, holding on to the top spot for the second consecutive year. But the bigger movement this year comes from the Cosmopolitan (#2), which climbs three places from #5, overtaking the Martini (#3) and pushing back into the upper tier of the category. The rest of the Top Five remains familiar territory, with Bloody Mary (#4) and Moscow Mule (#5) retaining their places. Further down, Caipiroska (#6) holds steady, while the Lemon Drop (#7) moves up, and Sex on the Beach (#8) remains in the Top 8.



— COCKTAILS AGAVE —

2026	2025
1 Picante	1 Picante
2 Margarita	2 Margarita
3 Paloma	3 Paloma
4 Tequila Sunrise	4 Long Island Iced Tea
5 Long Island Iced Tea	5 Paloma Meets Picante

WATCH OUT FOR:



The Picante effect - as the drink becomes a fixture well beyond India's biggest cocktail markets, expect chilli, citrus and other savoury-spicy and culinary flavours to continue finding their way into tequila and agave serves.

Rum Cocktails

The Daiquiri (#1) continues to lead India's rum cocktail rankings, with the Mojito (#2) and Long Island Iced Tea (#3) holding on to their positions from last year. But the movement below the top three is where the category gets interesting: Mai Tai (#4) climbs from #5, while Pina Colada (#5) moves up from #6, giving tropical serves a stronger presence in the upper half of the ranking. The Cuba Libre (#6) and Dark 'N' Stormy (#7) remain in the mix, while the Rum Old Fashioned (#8) and Palmetto (#9) continue to show the versatility of rum beyond lighter and tropical serves. The Painkiller (#10) makes its debut, adding another rich, fruit-forward classic to the category.

WATCH OUT FOR:



The return of tropical classics — Mai Tai, Pina Colada and Painkiller all gaining ground or entering the rankings points to renewed interest in the richer, fruit-forward side of rum cocktails.

— COCKTAILS RUM —

2026	2025
1 Daiquiri	1 Daiquiri
2 Mojito	2 Mojito
3 Long Island Iced Tea	3 Long Island Iced Tea
4 Mai Tai	4 Cuba Libre
5 Pina Colada	5 Rum Punch Mai Tai
6 Cuba Libre	6 Pina Colada
7 Dark 'N' Stormy	7 Dark 'N' Stormy
8 Rum Old Fashioned	8 Rum Old Fashioned
9 Palmetto	9 Palmetto
10 Painkiller	10 Rum & Coke

Whisky Cocktails

The Whisky Sour (#1) takes the top spot in 2026, overtaking the Old Fashioned (#2) after the two switched places at the top of the ranking. The rest of the Top Five remains unchanged, with Penicillin (#3), Whiskey Highball (#4) and Manhattan (#5) holding their positions from last year. The Whisky Sour brings a fresher, more accessible profile than the spirit-forward Old Fashioned, while the continued presence of the Highball shows that lighter, longer whisky serves remain part of the category's appeal.

WATCH OUT FOR:



The Whisky Sour's rise — its move to #1 puts a more citrus-led, balanced serve ahead of the Old Fashioned, suggesting that accessibility can be just as important as spirit-forward character as the category is opening up to newer and younger demographics.

— COCKTAILS WHISKY —

2026	2025
1 Whisky Sour	1 Old Fashioned
2 Old Fashioned	2 Whiskey Sour
3 Penicillin	3 Penicillin
4 Whiskey Highball	4 Whiskey Highball
5 Manhattan	5 Manhattan



Agave

Don Julio (#1) and Patrón (#2) continue to dominate as India’s fastest-growing spirits category finds its leaders

Few spirit categories are evolving as quickly as agave in India. According to IWSR (International Wine and Spirits Record), India is now the world’s fastest-growing agave market, recording 31% volume growth and 40% value growth over the past year. Once largely associated with celebratory shots, tequila is increasingly finding its place in premium cocktails and sipping occasions, as consumers become more familiar with different styles, production methods, and brands.

More premium brands are entering the market, bartenders are expanding their agave selections, and consumers are showing greater confidence in exploring beyond familiar labels. Over the past two years, this interest has also translated into a wave of new Indian-owned tequila launches, with brands like Bodega Suprema No.5, Las Maracas, Vivaano, and Fino, with more in the pipeline.

Don Julio (#1), Patrón (#2), 1800 (#3) and Jose Cuervo (#4) remain the top four for the third consecutive year, suggesting that while the category is growing rapidly, bartenders have settled on a trusted group of premium agave brands.

These tequilas are made by Indian entrepreneurs in Mexico, and point to a growing confidence in the category and a belief that there is room to build distinctly Indian businesses around agave, rather than simply bringing international brands to market. Unfortunately, our 2026 Top 10 chart also points to a side story: locally made agave brands are struggling to compete with imported brands. Desmondji, the pioneering Indian agave brand that has been a regular on our list since its inception, has dropped off this year, leaving only one local name, Maya Pistola, on the list.

— TOP 10 BRANDS —	
2026	2025
1 Don Julio	1 Don Julio
2 Patrón	2 Patrón
3 1800	3 1800
4 Jose Cuervo	4 Jose Cuervo
5 Creyente	5 Camino
6 Maya Pistola	6 Maya Pistola
7 Camino	7 Creyente
8 Codigo	8 Codigo
9 Don Angel	9 Clase Azul
10 Corralejo	10 Desmondji



According to IWSR (International Wine and Spirits Record), India is now the world's fastest-growing agave market, recording 31% volume growth and 40% value growth over the past year.



WATCH OUT FOR:
India’s next agave story may not come from another imported tequila, but from homegrown agave spirits. As consumers become more familiar with the category, expect greater interest in Indian producers experimenting with local agave varieties, regional terroir and distinctly Indian flavour profiles, much as craft gin did a decade ago.



VIVAANO
TEQUILA

Made in Jalisco
CRAFTED WITH 100% BLUE AGAVE

A toast to the Sun

Desmondji, the pioneering Indian agave brand that has been a regular on our list since its inception, has dropped off this year, leaving only one local name, Maya Pistola, on the list.

KEY INSIGHTS

- ◆ The Top 4 remains unchanged for the third consecutive year.
- ◆ Don Julio (#1), Patrón (#2), 1800 (#3) and Jose Cuervo (#4) continue to lead India’s agave category.
- ◆ Creyente climbs from #7 to #5, recording the biggest upward movement within the Top 10.
- ◆ While Camino drops to #7, Codigo retains its #8 position.
- ◆ Pioneering Indian agave brand Desmondji drops out of the Top 10, leaving Maya Pistola as the only local brand on the list. It retains the no. 6 position.
- ◆ Don Angel enters the Top 10 at #9, while Corralejo makes its debut at #10.
- ◆ Clase Azul and Desmondji exit the Top 10.
- ◆ Don Julio is the preferred agave spirit across seven of the eight major markets surveyed.
- ◆ Chennai is the only market where Patrón leads the rankings, with Camino placing second.
- ◆ 31 brands were mentioned in this year’s survey, compared to last year’s 30.

Against that backdrop, this year’s rankings point to a category that is consolidating around a clear set of favourites. Don Julio (#1), Patrón (#2), 1800 (#3) and Jose Cuervo (#4) remain the top four for the third consecutive year, suggesting that while the category is growing rapidly, bartenders have settled on a trusted group of premium agave brands.

The movement comes just below the leaders. Creyente (#5) climbs two places, overtaking Pistola (#6) and Camino (#7). Codigo (#8) retains its position, while Don Angel (#9) enters the Top 10 for the first time. Corralejo (#10) also makes its debut, replacing Clase Azul and Desmondji from last year’s rankings.

Regional preferences tell a remarkably consistent story. Don Julio (#1) is the highest-ranked agave spirit across seven of the eight major markets surveyed. Chennai is the only exception, where Patrón (#2) takes the top spot, while Camino records its strongest regional performance, ranking second in the city.

City Split

Rank no	1	2	3	4	5
Kolkata	Don Julio	Patrón	1800	Pistola & Espolon	Creyente
Bengaluru	Don Julio	1800	Patrón	Jose Cuervo	Camino
Pune	Don Julio	1800	Jose Cuervo	Pistola	Patrón & Don Angel & Creyente
Gurgaon	Don Julio	Patrón	1800	Jose Cuervo	Camino
Goa	Don Julio	Patrón	Jose Cuervo	1800	Pistola
Delhi	Don Julio	Patrón	1800	Jose Cuervo	Pistola
Mumbai	Don Julio	1800	Patrón	Jose Cuervo	Creyente
Chennai	Patrón	Camino	Don Julio & Jose Cuervo	Corralejo	Don Angel



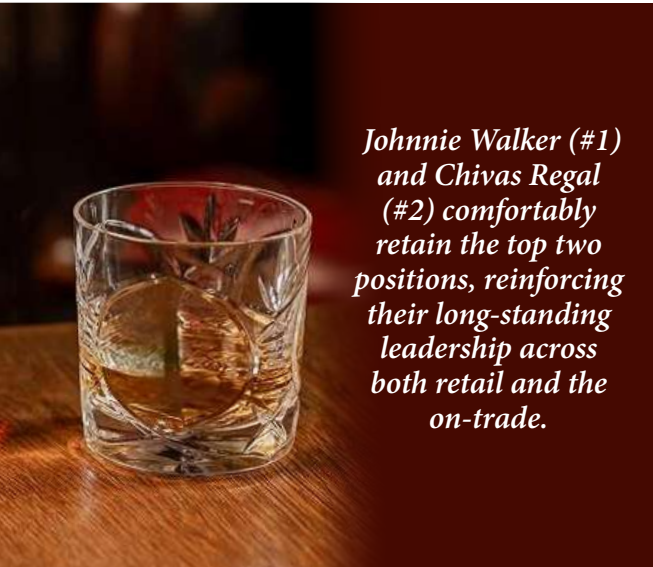
Blended Scotch & Malt

Johnnie Walker (#1) and Chivas Regal (#2) top the list for the third consecutive year, while Dewar's (#3) overtakes Monkey Shoulder (#4). Black Dog drops out of the Top 10

Blended Scotch continues to occupy a unique position in India's premium whisky landscape. While Indian single malts have driven much of the excitement in recent years, blended Scotch remains the category consumers return to for familiarity, consistency and versatility. The India-UK Free Trade Agreement is expected to create further opportunities for imported Scotch over the coming years by gradually reducing import duties, broadening consumer choice and encouraging greater investment in premium brands.

This year's rankings reflect that stability. Rather than dramatic movement, they point to a category where bartenders and consumers have largely settled on a trusted group of labels. Johnnie Walker (#1) and Chivas Regal (#2) comfortably retain the top two positions, reinforcing their long-standing leadership across both retail and the on-trade. Johnnie Walker's Whisky Experiments has also played a role in keeping blended Scotch relevant to the premium consumer. By placing the brand firmly on cocktail menus and encouraging bartenders to experiment with Scotch-led serves, the platform has helped generate consumer curiosity about the category and expand the ways blended Scotch is consumed beyond traditional whisky serves.

The only movement within the Top 5 sees Dewar's (#3)



Johnnie Walker (#1) and Chivas Regal (#2) comfortably retain the top two positions, reinforcing their long-standing leadership across both retail and the on-trade.

— TOP 10 BRANDS —	
2026	2025
1 Johnnie Walker	1 Johnnie Walker
2 Chivas Regal	2 Chivas Regal
3 Dewar's	3 Monkey Shoulder
4 Monkey Shoulder	4 Dewar's
5 Ballantine's	5 Ballantine's
6 Teacher's	6 Black & White
7 J&B Rare	7 Teacher's
8 Black & White	8 100 Pipers
9 100 Pipers	9 J&B Rare
10 Arthaus	10 Black Dog

WATCH OUT FOR:

The next phase of growth for blended Scotch is likely to be driven more by accessibility than by disruption. As the India-UK Free Trade Agreement is implemented over the coming years, lower import duties are expected to improve availability and encourage more premium Scotch brands to strengthen their presence in India. At the same time, consumers are becoming more willing to explore beyond established labels, creating opportunities for newer premium blends while reinforcing blended Scotch's role as the gateway into premium whisky.

A SYMPHONY OF 4 SINGLE MALTS

Born of *Two* Lands, Bound by *Craft*

Aged Indian malts from the Himalayas and Vindhyas.

Matured Scotch malts from Speyside and the Lowlands.



The India–UK Free Trade Agreement is expected to create further opportunities for imported Scotch over the coming years by gradually reducing import duties, broadening consumer choice and encouraging greater investment in premium brands.

KEY INSIGHTS

- ◆ Johnnie Walker (#1) and Chivas Regal (#2) retain their positions as India’s two most popular blended Scotch whiskies.
- ◆ Dewar’s climbs to #3, overtaking Monkey Shoulder (#4).
- ◆ Ballantine’s (#5) retains its position for the second consecutive year.
- ◆ Teacher’s rises to #6, while J&B Rare climbs to #7.
- ◆ Black & White moves to #8 and 100 Pipers to #9.
- ◆ Black Dog drops out of the Top 10, while ARTHAUS makes its debut in the national list at #10.
- ◆ Johnnie Walker ranks first in five of the eight major markets surveyed.
- ◆ Chivas Regal leads in Pune, Mumbai and Chennai, while Dewar’s performs particularly strongly in Bengaluru, Kolkata and Goa.
- ◆ 16 brands were mentioned in this year’s survey, compared to last year’s 17.

move ahead of Monkey Shoulder (#4), while Ballantine’s (#5) retains its position for another year.

Further down the rankings, Teacher’s (#6) climbs one place, while J&B Rare (#7) rises two spots. Black & White (#8) and 100 Pipers (#9) follow. The biggest development comes at the bottom of the table, where ARTHAUS (#10) makes its debut in the national Top 10, reflecting growing interest in newer premium blended Scotch labels alongside long-established favourites.

Regional preferences underline just how consistent the category has become. Johnnie Walker (#1) ranks first in five of the eight major markets surveyed, while Chivas Regal (#2) leads in Pune, Mumbai and Chennai. Dewar’s (#3) performs particularly well in Bengaluru, Kolkata and Goa, consistently ranking among the top three, while Monkey Shoulder (#4) continues to enjoy strong support in Delhi NCR, reflecting its appeal among consumers seeking an approachable premium Scotch for both sipping and cocktails.

City Split

Rank no	1	2	3	4	5
Kolkata	Johnnie Walker	Chivas Regal	Dewar’s	Monkey Shoulder	J&B Rare
Bengaluru	Johnnie Walker	Dewar’s	Chivas Regal	Monkey Shoulder	Ballantine’s
Pune	Chivas Regal	Johnnie Walker	Ballantine’s	Monkey Shoulder	Dewar’s
Gurgaon	Johnnie Walker	Chivas Regal	Monkey Shoulder	Dewar’s	Ballantine’s
Goa	Johnnie Walker	Chivas Regal	Dewar’s	Monkey Shoulder	Ballantine’s
Delhi	Johnnie Walker	Monkey Shoulder	Dewar’s	Chivas Regal	Ballantine’s
Mumbai	Chivas Regal	Johnnie Walker	Monkey Shoulder	Dewar’s	Ballantine’s
Chennai	Chivas Regal	Johnnie Walker	Ballantine’s	Dewar’s	Teacher’s



International Whisky

Jameson (#1) tops the list once again, while Jim Beam (#2) scores over Jack Daniel's (#3) this year, and Hibiki (#4) displaces Suntory Toki (#5)

While Scotch remains synonymous with global whisky, premium Indian bars are building more diverse back bars, with Irish, American and Japanese whiskies all carving out loyal followings. Bourbon has continued its upward trajectory, fuelled by the enduring popularity of classic whiskey cocktails alongside the growing appreciation for premium sipping whiskies.

The past year has also seen international producers expand their presence in India. Sazerac has accelerated the expansion of its whiskey portfolio through John Distilleries, bringing brands such as Buffalo Trace to a wider audience, while Suntory Global Spirits continues to strengthen its Japanese whisky portfolio globally. These developments reflect growing confidence in India as an important market for premium imported whiskies.

At the same time, Indian brand owners are beginning to build their own Irish whiskey portfolios, with brands such as Emberstone, Aodh and The Irish Smith entering the market. With more launches in the pipeline, this points to growing confidence in Irish whiskey as a distinct opportunity within India's expanding international whisky segment, rather than simply a category dominated by established global labels.

Jameson (#1) retains the top spot for another year, underlining its enduring popularity across India's bars. Jim Beam (#2) climbs one place to become the highest-ranked American whisky, overtaking Jack Daniel's (#3). Another big shift comes from Japanese whisky Hibiki (#4), climbing to its highest-ever position ahead of Suntory Toki (#5). Maker's Mark (#6), Bushmills (#7) and Woodford Reserve (#8) all retain their positions, while Buffalo Trace (#9) climbs one place ahead of Wild Turkey (#10).

Indian brand owners are beginning to build their own Irish whiskey portfolios, with brands such as Emberstone, Aodh and The Irish Smith entering the market.

Regional preferences reveal interesting differences. Jameson (#1) leads in four of the eight major markets surveyed, while Jim Beam (#2) tops Kolkata, Delhi and Chennai. Japanese whisky also continues to enjoy consistent appeal, with Hibiki (#4) featuring in the Top 5 across every city surveyed.

— TOP 10 BRANDS —	
2026	2025
1 Jameson	1 Jameson
2 Jim Beam	2 Jack Daniel's
3 Jack Daniel's	3 Jim Beam
4 Hibiki	4 Suntory Toki
5 Suntory Toki	5 Hibiki
6 Maker's Mark	6 Maker's Mark
7 Bushmills	7 Bushmills
8 Woodford Reserve	8 Woodford Reserve
9 Buffalo Trace	9 Wild Turkey
10 Wild Turkey	10 Buffalo Trace



Indian brand owners are beginning to build their own Irish whiskey portfolios, with brands such as Emberstone, Aodh and The Irish Smith entering the market.

LUCIFER'S



BLEND OF BOURBON AND SCOTCH WHISKY
Wildcard of Whiskies



WATCH OUT FOR:
Bourbon’s momentum shows no signs of slowing down. As more international producers strengthen their presence in India and premium cocktail culture continues to grow, expect greater experimentation with American whiskies alongside sustained demand for Japanese and Irish labels.

KEY INSIGHTS

- ◆ Jameson (#1) retains its position as India’s most popular international whisky.
- ◆ Jim Beam (#2) overtakes Jack Daniel’s (#3), making bourbon the highest-ranked American whisky style in this year’s rankings.
- ◆ Hibiki (#4) climbs into the Top 5, showcasing the continued momentum of Japanese whisky.
- ◆ Maker’s Mark (#6), Bushmills (#7) and Woodford Reserve (#8) retain their positions.
- ◆ Buffalo Trace (#9) climbs one place, reflecting bourbon’s growing presence in premium bars.
- ◆ American whiskeys account for **five of this year’s Top 10**, making them the most represented whisky style in the category.
- ◆ Jameson is the preferred international whisky across four of the eight major markets surveyed.
- ◆ Hibiki features in the Top 5 across every city surveyed, making it the most consistently popular Japanese whisky.
- ◆ 19 brands were mentioned in this year’s survey, compared to last year’s 18.

The past year has also seen international producers expand their presence in India. Sazerac has accelerated the expansion of its whiskey portfolio through John Distilleries, bringing brands such as Buffalo Trace to a wider audience, while Suntory Global Spirits continues to strengthen its Japanese whisky portfolio globally.

City Split

Rank no	1	2	3	4	5
Kolkata	Jim Beam	Jack Daniel’s	Jameson	Suntory Toki	Hibiki
Bengaluru	Jim Beam	Jim Beam	Jack Daniel’s	Suntory Toki	Hibiki
Pune	Jim Beam	Hibiki	Jack Daniel’s	Jim Beam	Maker’s Mark
Gurgaon	Jim Beam	Hibiki Jack Daniel’s	Jim Beam Suntory Toki	Woodford Reserve	Maker’s Mark
Goa	Jim Beam	Jim Beam	Hibiki	Jack Daniel’s Maker’s Mark	Bushmills
Delhi	Jim Beam	Jack Daniel’s	Hibiki	Bushmills	Suntory Toki
Mumbai	Jim Beam	Jack Daniel’s	Jim Beam	Woodford Reserve	Hibiki
Chennai	Jim Beam	Jameson	Suntory Toki	Hibiki	Jack Daniel’s



Indian Premium Whisky

Woodburns (#1) leads the list, overtaking Oaksmith (#2), followed by Blender’s Pride (#3), Royal Ranthambore (#4) and Antiquity (#5)

India’s premium whisky category continues to evolve at a great pace. While established brands remain firmly embedded in the country’s drinking culture, the past year has seen producers invest heavily in expanding their premium portfolios through new expressions, acquisitions and broader distribution.

Woodburns (#1) has enjoyed a strong run on the global awards circuit, becoming the first Indian whisky to win the Revelation Blended Whisky Award at Spirits Selection by Concours Mondial de Bruxelles. The company, ABD Maestro also introduced Yello, a lifestyle-led premium whisky that reflects how brands are using culture and design to engage different demographics. Suntory Global Spirits expanded the Oaksmith (#2) portfolio with Oaksmith Nagomi, its most premium expression yet, blending aged Scotch malts, American Bourbons, and Indian grain spirits.

Blenders Pride (#3) slips one place, while Royal Ranthambore (#4) and Antiquity (#5) retain their positions. Further down the rankings, Royal Challenge (#6) records the only other climb in the list, moving up one spot, while Sangam (#7) enters the Top 10 for the first time. Otherside (#8) shares the position with Signature (#8) after dropping five places, while Cotombi Reserve (#9) retains its rank. Roulette (#10) rounds out the rankings.

Regional preferences continue to vary widely. Woodburns (#1) tops the rankings across four of the eight major markets surveyed, while Oaksmith (#2) leads in Bengaluru, Royal Ranthambore (#4) tops Gurgaon, and Royal Challenge (#6) is the preferred choice in Chennai. Unlike several other categories, premium whisky continues to display strong regional loyalties rather than a single dominant national preference.



Royal Challenge (#6) records the only other climb in the list, moving up one spot, while Sangam (#7) enters the Top 10 for the first time.

— TOP 10 BRANDS —			
2026		2025	
1	Woodburns	1	Oaksmith
2	Oaksmith	2	Blenders Pride
3	Blenders Pride	3	Otherside
4	Royal Ranthambore	4	Royal Ranthambore
5	Antiquity	5	Antiquity
6	Royal Challenge	6	Signature
7	Sangam	7	Royal Challenge
8	Otherside & Signature (tied)	8	Roulette
9	Cotombi Reserve	9	Cotombi Reserve
10	Roulette	10	Highbury

Woodburns (#1) has enjoyed a strong run on the global awards circuit, becoming the first Indian whisky to win the Revelation Blended Whisky Award at Spirits Selection by Concours Mondial de Bruxelles.

WATCH OUT FOR:
As import duties on Scotch begin to reduce under the India-UK Free Trade Agreement, competition in the premium whisky space is expected to intensify. Indian brands are likely to respond with more premium expressions, stronger storytelling and continued investment in quality as they compete alongside increasingly accessible imported whiskies.

KEY INSIGHTS

- Woodburns (#1) reaches its highest-ever position, while Oaksmith (#2), Blenders Pride (#3), Royal Ranthambore (#4) and Antiquity (#5) continue to dominate the premium segment.
- Royal Challenge (#6) climbs one place, while Sangam (#7) enters the Top 10 for the first time.
- The rankings reflect a healthy mix of established premium whiskies and contemporary Indian brands.
- Regional preferences remain highly fragmented, with four different brands topping the city rankings across the eight major markets surveyed.
- Woodburns is the preferred premium whisky in four of the eight major markets, while Royal Ranthambore (Gurgaon), Oaksmith (Bengaluru) and Royal Challenge (Chennai) each lead in their respective markets.
- 23 brands were mentioned in this year’s survey, compared to last year’s 19.



City Split

Rank no	1	2	3	4	5
Kolkata	Woodburns	Oaksmith Blenders Pride	Cotombi Reserve	Maqintosh	Antiquity Highbury Classic
Bengaluru	Oaksmith	Woodburns	Antiquity	Royal Ranthambore	Blenders Pride Roulette
Pune	Woodburns	Oaksmith	Sangam	Antiquity Blenders Pride Royal Challenge Signature Solani Gold	Cotombi Reserve
Gurgaon	Royal Ranthambore	Oaksmith	Woodburns	Sangam	Blenders Pride
Goa	Woodburns	Oaksmith	Cotombi Reserve	Oaksmith	Highbury Classic
Delhi	Woodburns	Oaksmith	Sangam	Royal Ranthambore	Antiquity
Mumbai	Woodburns	Blenders Pride	Oaksmith	Otherside	Signature
Chennai	Royal Challenge	Signature	Blenders Pride	Royal Ranthambore	1848

Scottish Single Malts

Glenfiddich (#1) and The Glenlivet (#2) continue to lead, while The Macallan (#3) records the year's biggest climb

Scotland's single malt category continues to demonstrate remarkable resilience. While Indian single malts have become one of the global whisky industry's biggest success stories, winning international awards and reshaping perceptions of whisky, Scotland's established distilleries remain the benchmark for many of India's leading bartenders. Rather than losing relevance, the category is benefiting from a broader appreciation of single malt whisky, with consumers increasingly exploring different regions, cask styles and flavour profiles. Industry analysts expect premium single malts to remain one of the strongest-performing segments within global whisky, driven by premiumisation and growing consumer knowledge.

This year's rankings reflect that continued confidence. Glenfiddich (#1) retains its position as India's most popular Scottish single malt across premium bars, with The Glenlivet (#2) once again holding second place. The biggest movement comes from The Macallan (#3), which climbs five places from #8 to become the highest mover in this year's Top 10, overtaking Glenmorangie (#6) (last year's #3) and reinforcing its growing appeal among premium whisky drinkers.

The biggest movement comes from The Macallan (#3), which climbs five places from #8 to become the highest mover in this year's Top 10

The Balvenie (#9) enters the national Top 10 for the first time.

Regional preferences reveal a largely consistent national picture. Glenfiddich (#1) leads seven of the eight major markets surveyed, with Kolkata standing apart as the only city to rank The Glenlivet (#2) first. Delhi distinguishes itself through its preference for richer Speyside and Highland expressions, placing The Balvenie (#9) in its regional Top 5, while Goa records the strongest preference for peated whiskies, with Laphroaig (#4), Talisker (#5) and Caol Ila (#10) all featuring prominently.

— TOP 10 BRANDS —	
2026	2025
1 Glenfiddich	1 Glenfiddich
2 The Glenlivet	2 The Glenlivet
3 The Macallan	3 Glenmorangie
4 Laphroaig	4 Laphroaig
5 Talisker	5 The Singleton
6 Glenmorangie	6 Aberfeldy
7 The Singleton	7 Talisker
8 Aberfeldy & Lagavulin (Tied)	8 The Macallan
9 The Balvenie	9 Caol Ila
10 Caol Ila	10 Lagavulin



GLENFIDDICH

SKILFULLY CRAFTED, DRINK RESPONSIBLY



WATCH OUT FOR:

As more consumers move beyond their first single malt, expect interest to broaden from well-known entry labels towards more distinctive regional styles, older expressions and limited releases. Peated whiskies are likely to continue gaining traction among experienced drinkers, while the success of Indian single malts will further encourage exploration across the wider premium whisky category. The UK-India FTA, which has already led to some price reductions, could further support growth of this category.

KEY INSIGHTS

- ◆ Glenfiddich (#1) and The Glenlivet (#2) retain the top two positions for another year.
- ◆ The Macallan records the year's biggest climb, rising from #8 to #3.
- ◆ Laphroaig moves up to #4, while Talisker climbs to #5.
- ◆ Glenmorangie slips to #6, followed by The Singleton (#7).
- ◆ Aberfeldy and Lagavulin share the #8 position.
- ◆ The Balvenie enters the national Top 10 for the first time at #9.
- ◆ Caol Ila rounds out the rankings at #10.
- ◆ Glenfiddich ranks first in seven of the eight major markets surveyed, while Kolkata is the only city where The Glenlivet takes the top spot.
- ◆ Goa shows the strongest preference for peated Scotch single malts, with Laphroaig, Talisker and Caol Ila all featuring in its regional Top 5.
- ◆ 23 brands were mentioned in this year's survey, compared to last year's 23.

The biggest movement comes from The Macallan (#3), which climbs five places from #8 to become the highest mover in this year's Top 10, overtaking Glenmorangie (#6) (last year's #3)

City Split

Rank no	1	2	3	4	5
Kolkata	The Glenlivet	Glenfiddich	Laphroaig & Aberfeldy	Aberlour	Talisker
Bengaluru	Glenfiddich	The Glenlivet	Laphroaig	The Macallan	Aberfeldy & Lagavulin
Pune	Glenfiddich	The Glenlivet	The Macallan	Glenmorangie	Laphroaig
Gurgaon	Glenfiddich	The Glenlivet	The Macallan	Laphroaig	Talisker
Goa	Glenfiddich	Laphroaig	The Glenlivet	Talisker	Caol Ila
Delhi	Glenfiddich	The Macallan	Glenmorangie	The Balvenie	The Singleton
Mumbai	Glenfiddich	The Glenlivet	Laphroaig	The Macallan	Talisker
Chennai	Glenfiddich	The Glenlivet	Glenmorangie	The Singleton	The Macallan



International Single Malts

Yamazaki (#1) and Bushmills (#2) hold firm at the top of the list, which stands out for the domination of Japanese brands

International single malts remain one of India’s most premium and specialist whisky categories. Unlike blended Scotch, where familiarity and consistency drive popularity, this category is shaped by rarity, provenance and discovery. According to IWSR (International Wines and Spirits Record), prestige-and-above spirits continue to outperform globally, with consumers increasingly willing to spend more on high-quality, distinctive spirits. Japanese whisky continues to enjoy strong demand worldwide, while producers from Taiwan and Ireland are steadily strengthening their premium credentials.

That trend is reflected in this year’s rankings. Japanese distilleries account for six of the eight brands featured, underlining the country’s continued influence on India’s premium whisky landscape. Yamazaki (#1) comfortably retains its position as India’s most popular international single malt, while Bushmills (#2) continues to lead the way for Irish whiskey. The only movement within the Top 4 sees Kavalan (#3) climb above Hakushu (#4), reflecting the growing reputation of Taiwan’s award-winning single malts among India’s bartenders.

Further down the rankings, Komagatake Mars (#5) records the biggest climb, moving from #7 and achieving its highest-ever finish. Coffey Malt (#6) remains a staple, while Yoichi (#7) rises one place. Tsunuki (#8) rounds off the rankings, reinforcing the depth of Japan’s whisky portfolio beyond its flagship distilleries.

Regional preferences reveal remarkable consistency. Yamazaki (#1) ranks first in seven of the eight major markets surveyed, while Bushmills (#2) leads only in Goa and finishes either first or second across every city. Kavalan (#3) performs particularly strongly in Bengaluru, Delhi, Mumbai and Chennai, while Komagatake Mars (#5) sees growing traction in Bengaluru, Mumbai and Chennai, suggesting consumers are becoming increasingly comfortable exploring beyond the best-known Japanese labels.

The only movement within the Top 4 sees Kavalan (#3) climb above Hakushu (#4), reflecting the growing reputation of Taiwan's award-winning single malts among India's bartenders.

— TOP BRANDS —

2026	2025
1 Yamazaki	1 Yamazaki
2 Bushmills	2 Bushmills
3 Kavalan	3 Hakushu
4 Hakushu	4 Kavalan
5 Komagatake Mars	5 Nikka Coffey Malt
6 Coffey Malt	6 Tsunuki
7 Yoichi	7 Komagatake Mars
8 Tsunuki	8 Yoichi

Japanese whisky continues to enjoy strong demand worldwide, while producers from Taiwan and Ireland are steadily strengthening their premium credentials.

WATCH OUT FOR:

As global supply gradually improves, expect more Japanese expressions and limited releases to become available in India. At the same time, consumers are becoming more adventurous, creating opportunities for producers from Taiwan, Ireland and other emerging whisky regions to build stronger followings. Rather than competing on heritage alone, the next phase of growth will be driven by quality, craftsmanship and distinctive house styles.

KEY INSIGHTS

- Yamazaki (#1) retains its position as the most popular international single malt in premium Indian bars.
- Bushmills (#2) continues to be the category’s leading Irish whiskey.
- Kavalan climbs to #3, overtaking Hakushu (#4).
- Komagatake Mars records the biggest climb, rising from #7 to #5.
- Nikka Coffey Malt (#6), Yoichi (#7) and Tsunuki (#8) complete the rankings.
- Yamazaki ranks first in seven of the eight major markets surveyed.
- Bushmills leads only in Goa but finishes in the top two across every market, highlighting its broad national appeal.
- Kavalan performs particularly strongly in Bengaluru, Delhi, Mumbai and Chennai, while Komagatake Mars continues to build momentum in southern and western India.
- 8 brands were mentioned in this year’s survey, compared to last year’s 11.



City Split

Rank no	1	2	3	4	5
Kolkata	Yamazaki	Bushmills	Coffey Malt	Yoichi	Kavalan
Bengaluru	Yamazaki	Bushmills	Komagatake Mars	Kavalan Hakushu	
Pune	Yamazaki	Bushmills	Hakushu	Coffey Malt	
Gurgaon	Yamazaki	Bushmills	Coffey Malt	Kavalan	Hakushu Yoichi Tsunuki
Goa	Bushmills	Yamazaki	Hakushu	Yoichi	Highbury Classic
Delhi	Yamazaki	Bushmills	Kavalan	Hakushu	Kavalan
Mumbai	Yamazaki	Bushmills	Kavalan Komagatake Mars	Hakushu	Coffey Malt
Chennai	Yamazaki	Bushmills	Kavalan	Komagatake Mars	

Indian Single Malt

Indri retains the top spot at #1, Godawan rises to #2, followed by Paul John (#3), Amrut (#4), and Rampur (#5)

India’s single malt whisky category continues its remarkable growth, with sales estimated to have crossed 5 lakh nine-litre cases last year, representing 22% year-on-year growth. Once a niche segment, Indian single malts are now firmly part of the mainstream premium whisky conversation, driven by rising consumer confidence, international recognition and a steady pipeline of new distilleries and expressions.

The past year has reinforced that momentum. Brands have continued to invest in limited editions and cask innovation, from Indri Agneya’s peated profile to Godawan’s 173 Collector’s Edition, matured in Ash-liqueur casks. Initiatives such as the Indian Malt Whisky Association’s new certification programme are also helping define standards for authentic Indian single malts, reflecting a category that is becoming more mature and globally recognised.

This year’s rankings reflect a category that is becoming more competitive at the top while remaining relatively stable overall. Indri (#1) retains its position as the most popular single malt in premium bars, reaffirming its standing among consumers across the country. The biggest movement comes from Godawan (#2), which climbs one place, overtaking Paul John (#3). Amrut (#4) and Rampur (#5) continue to round out the Top 5.

Further down the rankings, Longitude 77 (#6) and Crazy Cock (#7) hold their positions this year. GianChand (#8) also moves up a spot, benefiting from the reshuffle, while Kamet (#9) drops its ranking by one place.

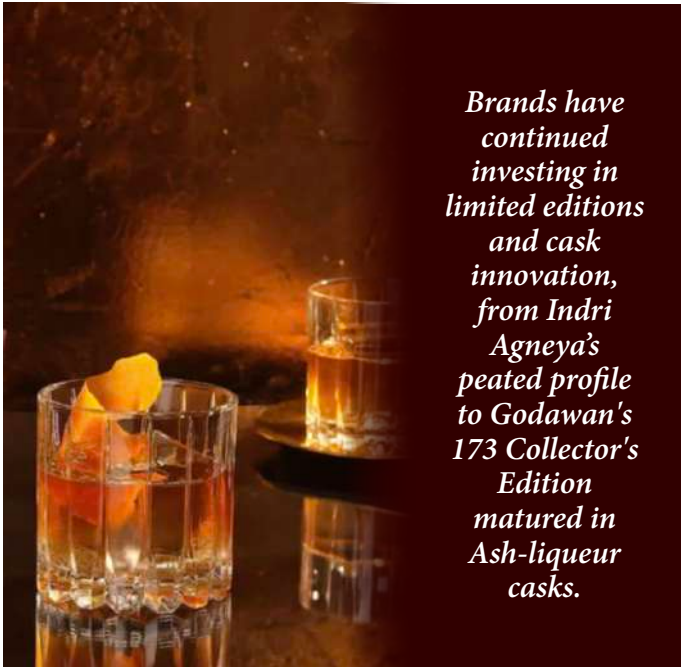
Regional preferences remain varied across the country. Indri is the leading Indian single malt in Kolkata and Bengaluru, while Godawan tops the rankings in Pune and Chennai. Paul John emerges as the preferred choice in Goa, whereas Gurgaon and Delhi favour Indri. Mumbai stands out as the only market where Indri does not feature at the top, with Godawan taking the lead.

WATCH OUT FOR:

As incumbents expand capacities, expect more of them to launch “value” expressions, such as the recently launched Amrut Kranthi. Most mid-sized Indian companies are now expanding into Indian Single Malt, so expect a flurry of brands in the next 2-3 years or earlier if they fast-track launches via white labelling.

— TOP 10 BRANDS —

2026	2025
1 Indri	1 Indri
2 Godawan	2 Paul John
3 Paul John	3 Godawan
4 Amrut	4 Amrut
5 Rampur	5 Rampur
6 Longitude 77	6 Longitude 77
7 Crazy Cock	7 Crazy Cock
8 GianChand	8 Kamet
9 Kamet	9 GianChand
10 Roulette	10 Highbury



Brands have continued investing in limited editions and cask innovation, from Indri Agneya’s peated profile to Godawan’s 173 Collector’s Edition matured in Ash-liqueur casks.

Paul John
Indian Single Malt Whisky

India's Most Awarded Single Malt



KEY INSIGHTS

- ◆ **Indri (#1)** retains its position as India's most popular single malt whisky.
- ◆ **Godawan (#2)** climbs one place, overtaking **Paul John (#3)** to record its highest ranking yet.
- ◆ **Amrut (#4)**, **Rampur (#5)**, **Longitude 77 (#6)**, and **Crazy Cock (#7)** maintain their positions.
- ◆ **GianChand (#8)** moves up one place, replacing **Kamet (#9)**, which falls one place.
- ◆ **Indri (#1)** is the preferred Indian single malt across Mumbai, Gurgaon, and Delhi.
- ◆ **Godawan (#2)** leads in Pune, Bengaluru, and Kolkata, while **Paul John (#3)** ranks first in Goa and **Amrut (#4)** in Chennai.

India's single malt whisky category continues its remarkable growth, with sales estimated to have crossed 5 lakh nine-litre cases last year, representing 22% year-on-year growth.



City Split

Rank no	1	2	3	4	5
Kolkata	Godawan	Indri	Paul John	Rampur	Crazy Cock Longitude 77
Bengaluru	Godawan	Amrut	Paul John	Indri	Rampur
Pune	Godawan	Indri	Paul John	Rampur	Longitude 77
Gurgaon	Indri	Godawan	Paul John	Rampur	Longitude 77 Amrut
Goa	Paul John	Indri	Godawan	Amrut	Longitude 77
Delhi	Indri	Godawan	Paul John	Rampur	Amrut
Mumbai	Indri	Godawan	Paul John	Longitude 77	Amrut
Chennai	Amrut	Paul John	Godawan Rampur	Indri	-



Vodka

Grey Goose (#1) retains the top spot, while Absolut (#2), Belvedere (#3) and Ketel One (#4) complete an unchanged Top 4 in India’s premium vodka category

Vodka may be one of India’s fastest-evolving consumer categories, but behind the bar, bartender preferences remain remarkably consistent. Over the past year, brands have accelerated flavour innovation with Indian-inspired expressions such as jamun, mirchi mango, alphonso mango and thandai, reflecting growing demand for more approachable and localised vodka experiences. Flavoured vodka is now one of the fastest-growing parts of the category, accounting for a significant share of vodka consumption in India.

The category is also seeing a new wave of Indian-led brand-building, with many adding premium vodka to their portfolios, including some that produce vodka in other countries. Those on the list include Tigerfire (France), D’YAVOL (Poland), and Snob (England). Though none of these names make it into our Top 10, this points to growing confidence in vodka as a premium category, with Indian players increasingly looking beyond traditional global brands to build new propositions for the market.

That contrast is reflected in this year’s rankings. Grey Goose (#1) retains its position as India’s most popular vodka, while Absolut (#2), Belvedere (#3) and Ketel One (#4) remain unchanged. The only movement in the upper half of the rankings is Ciroc (#5) climbing to overtake Haku (#6). Beluga (#7) and Skyy (#8) also retain their previous positions, reinforcing the category’s overall stability.

Further down the rankings, Smoke Lab (#9) enters the national Top 10, becoming the only Indian vodka featured this year. Belenkaya (#10) also makes its debut, sharing the #10 position with Stolichnaya (#10), which returns to the rankings after dropping out last year.

Regional preferences further highlight the category’s consistency. Grey Goose (#1) ranks first across all eight major markets surveyed, underlining its nationwide appeal. Absolut (#2) remains a consistent second choice across most cities, while Belvedere (#3) performs particularly well in Delhi and Chennai. Delhi also stands out as the only market where Smoke Lab (#9) features in the regional Top 5, indicating growing interest in Indian premium vodka in the capital.

— TOP 10 BRANDS —	
2026	2025
1 Grey Goose	1 Grey Goose
2 Absolut	2 Absolut
3 Belvedere	3 Belvedere
4 Ketel One	4 Ketel One
5 Ciroc	5 Haku
6 Haku	6 Ciroc
7 Beluga	7 Beluga
8 Codigo	8 Skyy
9 Smoke Lab	9 Smirnoff
10 Belenkaya & Stolichnaya (Tied)	10 Short Story



Smoke Lab (#9) enters the national Top 10, becoming the only Indian vodka featured this year.

WATCH OUT FOR:

Flavour will continue to be vodka’s biggest battleground. Rather than competing solely on provenance or luxury positioning, expect brands to develop more India-specific profiles and limited editions as they chase younger consumers entering the category. The challenge will be translating that retail success into bartender advocacy, where classic premium labels continue to dominate.

SMOKE LAB

V O D K A

CLASSIC

ANISEED

LIQUID GOLD

SAFFRON

GREEN CHILLI MANGO

FIVE BOLD FLAVOURS

Crafted from India’s finest Basmati rice.
Five expressions. One unmistakable identity.

Carbon Neutral

Gluten Free

5X Distilled

Vegan

Kosher Certified



KEY INSIGHTS

- ◆ Grey Goose (#1) retains its position as India's most popular vodka, while Absolut (#2), Belvedere (#3), and Ketel One (#4) remain unchanged, leaving the Top 4 intact.
- ◆ Ciroc (#5) climbs one place to overtake Haku (#6).
- ◆ Beluga (#7) and Skyy (#8) retain their positions.
- ◆ Smoke Lab (#9) enters the national Top 10, becoming the only Indian vodka featured in this year's rankings.
- ◆ Belenkaya (#10) makes its debut, sharing the #10 position with Stolichnaya (#10), which returns to the rankings after being absent last year.
- ◆ Grey Goose (#1) ranks first across all eight major markets surveyed, while Delhi is the only market where Smoke Lab features in the regional Top 5.
- ◆ 26 brands were mentioned in this year's survey, compared to last year's 27.

Top Indian Vodkas

2026
1 Smoke Lab
2 Short Story
3 Cashmir
4 Amara
5 Rangeela
6 Spirit of Kashmir
7 Magic Moments

The category is seeing a new wave of Indian-led brand building, with Indian-owned companies creating vodkas in other countries. Those in the list include Tigerfire (France), D'YAVOL (Poland) and Snob (England).

City Split

Rank no	1	2	3	4	5
Kolkata	Grey Goose	Absolut	Ketel One & Ciroc	Belvedere	Haku
Bengaluru	Grey Goose	Absolut	Ketel One	Belvedere	Skyy
Pune	Grey Goose	Absolut & Ketel One	Beluga	Ciroc	Belvedere
Gurgaon	Grey Goose	Absolut	Belvedere	Ciroc	Ketel One
Goa	Grey Goose	Absolut	Ketel One	Belvedere	Ciroc
Delhi	Grey Goose	Belvedere	Haku	Smoke Lab	Beluga
Mumbai	Grey Goose	Absolut	Ketel One	Belvedere	Ciroc
Chennai	Grey Goose	Absolut	Belvedere	Haku	Ketel One



Gin

Bombay Sapphire (#1) and Tanqueray (#2) hold firm at the top, while Indian craft brand Hapusa (#5) reaches its highest-ever rank.

The past year has seen various premium launches and increased investment in India’s gin category. As brands continue to experiment with local botanicals, from Himalayan juniper and Gondhoraj lime to jamun and kokum, the category has attracted backing from both domestic and global players. Diageo India’s acquisition of Nao Spirits & Beverages is perhaps the strongest example of this growing confidence in Indian craft gin, alongside Tilaknagar Industries’ reinvestment into the makers of Samsara Gin.

Innovation has also extended beyond botanicals, with brands introducing flavour-led expressions such as Samsara’s Picante Gin, and Nisaki Pinkante, India’s first ready-to-serve Picante cocktail, pointing to growing interest in more adventurous gin styles.

Against that backdrop, this year’s rankings tell a slightly different story. Rather than dramatic movement, they reflect a category that is beginning to settle. Bombay Sapphire (#1) and Tanqueray (#2) continue to lead the market, while Hendrick’s (#3) and Roku (#4) retain their positions, leaving the Top 4 unchanged for the second consecutive year.

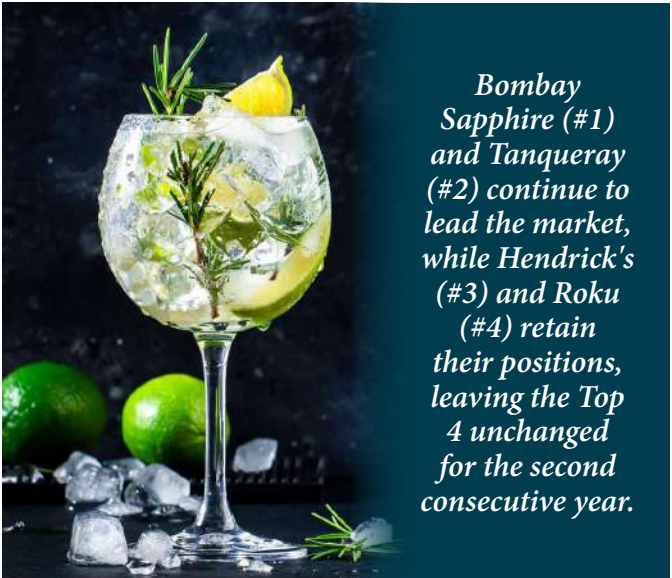
The biggest change comes from Hapusa (#5), which climbs two places to achieve its highest-ever ranking and becomes India’s highest-ranked Indian gin, overtaking Beefeater (#6) and Greater Than (#8). The rise suggests that consumers are gravitating towards more serious gins with distinctive botanical profiles, even as established global brands dominate the top of the table.

Beefeater (#6) moves down one place, while Monkey 47 (#7) climbs two places. Greater Than (#8) drops two spots, while Jaisalmer (#9) retains its position and Stranger & Sons (#10) drops two places. The movement is modest overall, pointing to a category where consumers have largely settled on a core group of trusted labels.

Regional preferences continue to tell an interesting story. Bombay Sapphire tops the rankings in six of the eight major markets surveyed. Gurgaon is the only city where Hendrick’s leads the pack, while Pune stands out for placing Roku at the top.

— TOP 10 BRANDS —

2026	2025
1 Bombay Sapphire	1 Bombay Sapphire
2 Tanqueray	2 Tanqueray
3 Hendrick’s	3 Hendrick’s
4 Roku	4 Roku
5 Hapusa	5 Beefeater
6 Beefeater	6 Greater Than
7 Monkey 47	7 Hapusa
8 Greater Than	8 Stranger & Sons
9 Jaisalmer	9 Monkey 47
10 Stranger & Sons	10 Jaisalmer



Bombay Sapphire (#1) and Tanqueray (#2) continue to lead the market, while Hendrick’s (#3) and Roku (#4) retain their positions, leaving the Top 4 unchanged for the second consecutive year.

WATCH OUT FOR:

Expect brands to highlight more Indian botanicals and local produce, while flavoured gins continue to broaden consumer choice and bring new drinkers into the category. Expansion into Tier II and Tier III markets will also become an important growth driver.

KEY INSIGHTS

- ◆ The Top 4 remains unchanged for the second consecutive year.
- ◆ **Bombay Sapphire (#1)** and **Tanqueray (#2)** continue to lead India’s gin category, and **Hendrick’s (#3)** and **Roku (#4)** maintain their strong premium positions.
- ◆ **Hapusa** climbs two places to **#5**, becoming India’s highest-ranked gin and achieving its best-ever finish.
- ◆ **Beefeater** drops from #5 to #6, while **Monkey 47** climbs from #9 to #7.
- ◆ **Greater Than** drops from #6 to #8, while **Stranger & Sons** moves from #8 to #10.
- ◆ Jaisalmer retains its #9 position.
- ◆ Bombay Sapphire is the most preferred gin across six of the eight major markets surveyed.
- ◆ Gurgaon is the only market where Hendrick’s leads the rankings, while Pune stands out with Roku as the most popular.
- ◆ 31 brands were mentioned in this year’s survey, compared to last year’s 29.

Top 10 Indian Brands

2026
1 Hapusa
2 Greater Than
3 Jaisalmer
4 Stranger & Sons
5 Great Indian Gin
6 Samsara
7 Zoya
8 Short Story
9 Cherrapunji
10 Jamun



City Split

Rank no	1	2	3	4	5
Kolkata	Bombay Sapphire	Tanqueray	Hapusa	Hendrick’s	Greater Than
Bengaluru	Bombay Sapphire	Tanqueray	Hapusa	Hendrick’s Monkey 47	Beefeater
Pune	Roku	Bombay Sapphire Hapusa	Tanqueray Hendrick’s Monkey 47 Greater Than Great Indian Gin	Stranger & Sons	Beefeater
Gurgaon	Hendrick’s	Roku	Bombay Sapphire	Tanqueray	Beefeater
Goa	Bombay Sapphire	Greater Than	Hapusa	Monkey 47	Roku
Delhi	Bombay Sapphire	Tanqueray	Hendrick’s	Roku	Hapusa
Mumbai	Bombay Sapphire	Tanqueray	Roku	Hendrick’s	Beefeater
Chennai	Bombay Sapphire	Roku	Beefeater	Tanqueray	Hendrick’s

Rum

Bacardi (#1) and Old Monk (#2) extend their multi-year hold on the top two spots, while Camikara (#3) pulls ahead of Diplomatico (#4)

While Indian single malts have earned global recognition over the past decade, rum may well be India's next premium spirit story. India is already one of the world's fastest-growing beverage alcohol markets and is expected to add more beverage alcohol volume than any other country between 2024 and 2029, according to IWSR (International Wines and Spirits Record). Premium-and-above spirits in India grew 8% by volume in the first half of 2025, reflecting a consumer shift towards craftsmanship, provenance and quality over price alone.

Yet despite being one of the world's largest producers of sugarcane, with diverse growing regions, distinct terroirs and a tropical climate that accelerates maturation, Indian rum remains relatively underexplored on the global stage. As a new generation of craft distillers begins to rethink the category, it raises an interesting question: is India uniquely positioned to become one of the world's next great rum-producing nations?

This year's rankings offer an early signal. Bacardi (#1) and Old Monk (#2) remain untouchable at the top for a second straight year, a dominance borne out regionally too, with Bacardi (#1) ranking #1 in every one of the eight cities tracked. The more telling movement is at #3, where last year's tie between Camikara (#3) and Diplomatico (#4) has resolved, and both now sit above Flor de Caña (#5), which slips one place.



Bacardi (#1) and Old Monk (#2) remain untouchable at the top for a second straight year a dominance borne out regionally too, with Bacardi (#1) ranking #1 in every one of the eight cities tracked.

— TOP 10 BRANDS —

2026	2025
1 Bacardi	1 Bacardi
2 Old Monk	2 Old Monk
3 Camikara	3 Camikara & Diplomatico (Tied)
4 Diplomatico	4 Flor de Caña
5 Flor de Caña	5 Havana Club
6 Havana Club	6 Plantation
7 Appleton Estate	7 Appleton Estate
8 Captain Morgan	8 Captain Morgan
9 Ron Diplomatico	9 Short Story
10 Amrut Two Indies	10 Amrut

WATCH OUT FOR:



As India's craft distillers lean harder into homegrown terroir and maturation advantages, expect Camikara (#3), Diplomatico (#4) and Amrut Two Indies (#10) to keep pushing toward the podium next year, and expect the conversation to shift from "can India make premium rum" to "how fast can it scale."

That reshuffle tracks with a clear regional pattern. Camikara's (#3) strength is concentrated in the north, where it ranks #2 in both Delhi and Gurgaon. Diplomatico (#4), by contrast, performs best in the west and south, ranking #2 in Bengaluru and Goa and #3 in Mumbai. Neither brand cracks the top five in Kolkata or Chennai, though a reminder that India's craft-rum moment is still concentrated in specific metros rather than evenly spread nationally.

Further down the table, Havana Club (#6) and Appleton Estate (#7) hold their positions from last year, and Captain Morgan (#8) stays put. The bigger shifts are at the bottom: Amrut Two Indies (#10) re-enters the list as a marker of Indian rum's growing craft ambitions, while Ron Diplomatico (#9) climbs up, pushing Short Story out of the national Top 10, even though it still lands in the top five locally in Goa.

Kolkata stands apart from this pattern: alongside Bacardi (#1) and Old Monk (#2) at the top, it's the only city where Maka Zai and Malibu feature in the top five, and where Appleton Estate ties with Camikara (#3) for third a distinctly different flavour profile from the Diplomatico (#4) and Havana Club (#5) led rankings seen elsewhere.

KEY INSIGHTS

- ♦ Bacardi and Old Monk retain #1 and #2 for the second consecutive year, and Bacardi ranks #1 in all eight cities surveyed.
- ♦ Camikara and Diplomatico, tied at #3 in 2025, separate this year - Camikara takes #3, Diplomatico #4.
- ♦ Flor de Caña slips one spot to #5; Havana Club (#6) and Appleton Estate (#7) are unchanged.
- ♦ Captain Morgan holds steady at #8.
- ♦ Ron Diplomatico enters the Top 10 at #9, pushing Short Story out nationally - though it remains a top five name in Goa.
- ♦ Amrut Two Indies, retains its #10 position, reflecting rising interest in India's own rum- making potential.
- ♦ Regionally, Camikara over-indexes in Delhi and Gurgaon; Diplomatico over-indexes in Bengaluru, Goa and Mumbai; but neither feature in Kolkata nor Chennai's top five.
- ♦ 35 brands were mentioned in this year's survey, compared to last year's 27.

Top Indian Rums

2026
1 Old Monk
2 Camikara
3 Amrut Two Indies
4 Maka Zai
5 Ashanti
6 Short Story
7 Daku
8 Cabo
9 Lost & Found
10 Segredo Aldeia



City Split

Rank no	1	2	3	4	5
Kolkata	Bacardi	Old Monk	Appleton Estate & Camikara	Maka Zai	Malibu
Bengaluru	Bacardi	Diplomatico	Flor de Caña	Old Monk	Appleton Estate
Pune	Bacardi	Havana Club	Flor de Caña	Old Monk	Ashanti
Gurgaon	Bacardi	Camikara	Old Monk	Captain Morgan	Havana Club
Goa	Bacardi	Diplomatico	Flor de Caña & Maka Zai	Short Story	Old Monk
Delhi	Bacardi	Camikara	Old Monk	Flor de Caña	Diplomatico
Mumbai	Bacardi	Havana Club	Diplomatico	Old Monk	Flor de Caña
Chennai	Bacardi	Old Monk	Havana Club	Other	Mount Gay & Barcelo

Brandy

Hennessy continues its dominance at #1 as Monarch breaks into the Top 10, marking a milestone for Indian premium brandy

Globally, while Cognac continues to define the luxury end of the category, slowing demand in some of its traditional export markets has encouraged greater attention on emerging markets such as India. In parallel, domestic producers are investing in premium expressions that can sit confidently alongside the world’s leading Cognac houses.

Tilaknagar Industries’ Monarch Legacy Edition has emerged as one of the category’s standout success stories, earning multiple international awards and helping reshape perceptions of Indian premium brandy.

For clarity, brandy is the category. of alcohol, while Cognac is an appellation that is legally allowed only for those brandies that are made in the Cognac region of France.

Hennessy (#1) remains the clear leader, with Martell (#2) and Rémy Martin (#3) once again completing a dominant French Cognac top tier. St. Rémy (#4) and Morpheus (#5) retain their positions, while Honey Bee (#6) climbs one place. Meukow (#7) and Louis XIII (#7) share seventh place, reflecting continued interest in ultra-premium imported labels. The biggest milestone, however, comes from Monarch (#8), which enters the Top 10 for the first time and becomes the third-highest ranked Indian brandy, highlighting the growing credibility of premium domestic expressions. Godet (#9) retains its position, while Bisquit & Dubouché (#10) rounds out the rankings.

Regional preferences continue to underline Cognac’s nationwide appeal. Hennessy tops the rankings across all eight major markets surveyed, while Bengaluru stands out for its stronger representation of Indian premium brandies, with both Monarch and Morpheus featuring among its leading preferences. Kolkata also remains one of the few markets where Indian and imported brandies appear side by side, with Morpheus ranking alongside the leading Cognac houses.

— TOP 10 BRANDS —	
2026	2025
1 Hennessy	1 Hennessy
2 Martell	2 Martell
3 Remy Martin	3 Remy Martin
4 St. Remy	4 St. Remy
5 Morpheus	5 Morpheus
6 Honey Bee	6 Mansion House
7 Meukow & Louis XIII (Tied)	7 Honey Bee
8 Monarch	8 Bisquit & Dubouché
9 Godet	9 Godet
10 Bisquit & Dubouché	10 Napoleon



Hennessy (#1) remains the clear leader, with Martell (#2) and Rémy Martin (#3) once again completing a dominant French Cognac top tier.

WATCH OUT FOR:

As global Cognac producers look towards emerging markets for growth, India is expected to become an even more important premium market for the category. At the same time, continued investment by Indian producers in aged expressions, craftsmanship, and international recognition is likely to further narrow the gap between domestic premium brandies and imported Cognacs.

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Top Indian Brandies

2026
1 Hennessy
2 Martell
3 Remy Martin
4 St. Remy
5 Morpheus
6 Honey Bee
7 Meukow & Louis XIII (Tied)
8 Monarch
9 Godet
10 Bisquit & Dubouché

KEY INSIGHTS

- ◆ Hennessy (#1) retains its position as India’s most popular Cognac.
- ◆ Martell (#2) and Rémy Martin (#3) continue to complete an unchanged Cognac Top 3.
- ◆ St. Rémy (#4) remains the highest-ranked imported brandy outside the Cognac category.
- ◆ Morpheus (#5) continues to be India’s highest-ranked domestic premium brandy.
- ◆ Honey Bee (#6) climbs one place, overtaking last year’s sixth-ranked Mansion House.
- ◆ Meukow (#7) and Louis XIII (#7) enter the Top 10, reflecting continued interest in ultra-premium imported labels.
- ◆ Monarch (#8) makes its Top 10 debut, becoming the third-highest ranked Indian brandy overall.
- ◆ Hennessy is the preferred brand across all eight major markets surveyed.
- ◆ Bengaluru stands out for its stronger preference for premium Indian brandies, with both Monarch and Morpheus featuring in the city’s Top 5.

Tilaknagar Industries' Monarch Legacy Edition has emerged as one of the category's standout success stories, earning multiple international awards and helping reshape perceptions of Indian premium brandy.

City Split

Rank no	1	2	3	4	5
Kolkata	Hennessy	Martell	Morpheus	Remy Martin	Honey Bee / Mansion House
Bengaluru	Hennessy	Martell	Monarch	Morpheus	Remy Martin
Pune	Hennessy	St. Remy	Martell	Remy Martin	Honey Bee
Gurgaon	Hennessy	Martell	Remy Martin	Morpheus	St. Remy/Napoleon
Goa	Hennessy	Remy Martin	Martell	Morpheus	St. Remy
Delhi	Hennessy	Remy Martin	St. Remy	Martell	Bisquit & Dubouché
Mumbai	Hennessy	Martell	Remy Martin	St. Remy Honey Bee	Godet
Chennai	Hennessy	Martell	Remy Martin	Morpheus	Louis XIII



International Beer

Corona (#1) and Budweiser (#2) retain their top spots on the charts, while India's imported beer market continues to expand beyond familiar international labels.

Imported beer continues to occupy a distinct space in India's drinking landscape. While craft breweries are introducing consumers to new flavours closer to home, international beer remains the benchmark for classic global styles and trusted international brands. Rather than simply ordering an imported beer, consumers today are becoming increasingly familiar with different beer styles, whether that's Belgian wheat beers, Italian lagers, German wheat beers or Thai lagers, making the category more diverse than ever before.

The Top 5 this year remains unchanged, with Corona (#1), Budweiser (#2), Hoegaarden (#3), Heineken (#4) and Peroni (#5) retaining their positions. Together, they represent a broad cross-section of global brewing traditions, suggesting that consumers are becoming more confident choosing beers based on style and flavour profile, rather than country of origin alone.

Further down the rankings, Chang (#6) climbs one place, overtaking Amstel (#7), while Carlsberg (#8) moves up. Erdinger (#9) slips one position, and Birra Moretti (#10) enters the national Top 10 for the first time, reinforcing the growing popularity of Italian beer alongside Peroni. Overall, the rankings reflect a category where established favourites remain firmly entrenched, while consumers gradually explore a wider range of imported brands.

Regional preferences continue to reveal interesting differences. Corona (#1) ranks first in five of the eight



The Top 5 this year remains unchanged, with Corona (#1), Budweiser (#2), Hoegaarden (#3), Heineken (#4) and Peroni (#5) retaining their positions.

— TOP 10 BRANDS —

2026	2025
1 Corona	1 Corona
2 Budweiser	2 Budweiser
3 Hoegaarden	3 Hoegaarden
4 Heineken	4 Heineken
5 Peroni	5 Peroni
6 Chang	6 Amstel
7 Amstel	7 Chang
8 Carlsberg	8 Kirin
9 Erdinger	9 Erdinger
10 Birra Moretti	10 Carlsberg

major markets surveyed, while **Budweiser** (#2) leads only in Kolkata. Delhi stands apart as the only city where **Peroni** (#5) tops the rankings. Chennai presents the most distinctive profile of all, with Singha leading the market, alongside **Erdinger** (#9), Coopers and Tiger Beer, making it the most internationally diverse beer market among the cities surveyed.

WATCH OUT FOR:



As consumers become more knowledgeable about beer, expect imported brands to increasingly compete on style rather than familiarity alone. Italian, Japanese and Southeast Asian beers are likely to gain further visibility, while bars continue to build more curated beer programmes that showcase a wider range of global brewing traditions beyond the category's long-standing favourites.

Consumers are becoming increasingly familiar with different beer styles, whether that's Belgian wheat beers, Italian lagers, German wheat beers or Thai lagers, making the category more diverse than ever before.

KEY INSIGHTS

- ♦ Corona (#1) retains its position as India's most popular international beer.
- ♦ Budweiser (#2), Hoegaarden (#3), Heineken (#4) and Peroni (#5) remain unchanged, leaving the Top 5 intact for another year.
- ♦ Chang climbs to #6, overtaking Amstel (#7).
- ♦ Carlsberg rises to #8, while Erdinger moves to #9.
- ♦ Birra Moretti enters the national Top 10 for the first time at #10.
- ♦ Corona ranks first in five of the eight major markets surveyed.
- ♦ Budweiser leads only in Kolkata, while Peroni tops the rankings in Delhi.
- ♦ Chennai records the most diverse regional preferences, with Singha, Erdinger, Coopers and Tiger Beer all featuring in the city's Top 5.
- ♦ 21 brands were mentioned in this year's survey, compared to last year's 19.



City Split

Rank no	1	2	3	4	5
Kolkata	Budweiser	Corona	Hoegaarden	Amstel	Carlsberg
Bengaluru	Corona	Budweiser	Hoegaarden	Heineken	Amstel
Pune	Corona	Budweiser	Hoegaarden	Heineken	Carlsberg
Gurgaon	Corona	Hoegaarden	Budweiser	Heineken & Carlsberg	Amstel & Tuborg
Goa	Corona	Heineken	Budweiser	Hoegaarden	Carlsberg
Delhi	Peroni	Corona	Chang	Budweiser	Hoegaarden & Birra Moretti
Mumbai	Corona	Hoegaarden	Heineken	Budweiser	Asahi
Chennai	Singha	Peroni	Erdinger	Budweiser & Coopers	Corona & Tiger Beer

Indian Beer and Adjacencies

Kingfisher (#1) retains its crown, while Goa Brewing Co (#2) records its highest-ever finish and a new wave of independent breweries continues to gain ground.

India’s beer category continues to premiumise, even as mainstream lagers remain the primary volume driver. Independent breweries are expanding beyond their home markets, while consumers are becoming increasingly willing to explore fresh beer, local brewery brands and more differentiated styles. According to IWSR (International Wine and Spirits Record), beer remains India’s largest beverage alcohol category by volume and is expected to continue growing steadily over the coming decade, supported by younger legal-drinking-age consumers and ongoing premiumisation. Against this backdrop, the past year has seen growing recognition for independent and regional players, creating opportunities for brands that combine quality, authenticity and a strong sense of place.

This evolution is reflected in the continued rise of brewery-led brands such as Goa Brewing Co (#2), Great State Ale Works (#3), Geist Brewing Co. (#4), Simba (#4), Six Fields (#6), Toit (#7) and Effingut (#10), which marks its first entry into the top 10. Igloo (#8) and Medusa (#9) are also new entrants into the list. Rather than competing directly with mass-market lagers, these brands are helping expand the category by introducing consumers to a broader range of styles and flavour profiles.

Against that backdrop, this year’s rankings reveal a market balancing familiarity with discovery. Kingfisher (#1) remains India’s clear leader, maintaining its position for



— TOP 10 BRANDS —	
2026	2025
1 Kingfisher	1 Kingfisher
2 Goa Brewing Co	2 Bira 91
3 Great State Ale Works	3 Goa Brewing Co
4 Simba & Geist Brewing Co. (Tied)	4 Great State Ale Works
5 Kati Patang	5 Simba
6 Six Fields	6 Goa Brewing Co
7 Toit	7 Susegado
8 Igloo	8 Six Fields
9 Medusa	9 Toit
10 Effingut	10 Moonshine

WATCH OUT FOR:

Expect the next phase of growth to come from brewery-led ecosystems rather than individual beer brands. More breweries are likely to expand beyond their home markets through taprooms, brewpubs and stronger distribution networks, allowing them to build direct relationships with consumers in new cities. Collaborations with chefs, restaurants and bars will become increasingly important as breweries look to create more immersive experiences around beer, while limited-edition releases and experimental brews will help generate excitement and strengthen local communities. As competition intensifies, the brands that succeed will be those that combine quality liquid with a distinctive sense of place and culture.

another year and continuing to enjoy unmatched national reach and trade support. Goa Brewing Co (#2) climbs one spot to achieve its highest-ever ranking, while Great State Ale Works (#3) also moves up one place and further strengthens its reputation as one of India’s most respected independent beer brands. Simba (#4) shares fourth place with Geist Brewing Co. (#4), signalling strong support for breweries that have built loyal followings through quality-focused portfolios and regional relevance.

Further down the rankings, Kati Patang (#5) makes its debut in the Top 10, while Six Fields (#6), Toit (#7), Igloo (#8) and Medusa (#9) all secure places among the country’s most popular beer brands. Effingut (#10) enters the Top 10, adding another independent brewery to an increasingly diverse ranking. The presence of several newer and regionally focused players suggests that consumers are increasingly looking beyond legacy labels when building their beer offerings.

Regional preferences continue to provide an interesting perspective on the category. Kingfisher (#1) leads in seven of the eight major markets surveyed, underlining its enduring national appeal. Goa stands apart as the only market where Goa Brewing Co (#2) takes the top spot, reflecting the brewery’s strong local affinity and influence within its home state. Bangalore continues to demonstrate strong support for local brewing culture, with Geist Brewing Co (#4) and Toit (#7) ranking second and third respectively in the city.

KEY INSIGHTS

- ◆ **Kingfisher (#1)** retains its position as India’s most popular beer brand.
- ◆ **Goa Brewing Co (#2)** climbs to its highest-ever ranking, moving up one place.
- ◆ **Great State Ale Works (#3)** moves up one place, reinforcing its position among India’s leading independent breweries.
- ◆ **Simba (#4)** and **Geist Brewing Co. (#4)** share fourth place, reflecting growing bartender confidence in brewery-led brands that have built strong local followings and consistent high-quality portfolios.
- ◆ **Kati Patang (#5)** enters the Top 10 for the first time, while **Six Fields (#6)**, **Toit (#7)**, **Igloo (#8)** and **Medusa (#9)** continue to strengthen the representation of newer and regionally focused brands.
- ◆ **Effingut (#10)** enters the Top 10, further highlighting the growing diversity of India’s independent beer landscape.
- ◆ The Top 10 reflects an increasingly diverse mix of brewery-led brands alongside established favourites.
- ◆ **Kingfisher (#1)** also ranks first in seven of the eight major markets surveyed.
- ◆ **Goa Brewing Co (#2)** leads only in Goa, while Bengaluru shows particularly strong support for **Geist Brewing Co. (#4)** and **Toit (#7)**.
- ◆ **Bira 91** was not considered for this year’s ranking because of the continuing uncertainty over its distribution.





City Split

Rank no	1	2	3	4	5
Kolkata	Kingfisher	Geist Brewing Co	12th Man Brewing	Goa Brewing Co & Simba & Effingut & Caldera	
Bengaluru	Kingfisher	Geist Brewing Co	Toit	Goa Brewing Co	Simba
Pune	Kingfisher	Toit	Yavasura	Great State Ale Works & Effingut & British Empire	Simba & Moonshine & Six Fields
Gurgaon	Kingfisher	Six Fields	Simba & Kati Patang	12th Man Brewing & Conan	
Goa	Goa Brewing Co	Kingfisher	Great State Ale Works	Susegado	Conan
Delhi	Kingfisher	Kati Patang	Simba	Six Fields	Medusa
Mumbai	Kingfisher	Goa Brewing Co & Igloo	Great State Ale Works	Effingut	Kati Patang & Simba
Chennai	Kingfisher	British Empire	Sterren		

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International Still Wine

Jacob's Creek (#1) and Campo Viejo (#2) retain their lead, while Baron Philippe de Rothschild (#3) climbs as French wines gain momentum in India

India's imported wine category continues to broaden as consumers become more confident and adventurous in their choices. While Australia, Italy and Spain remain strong performing origins, wines from France, New Zealand and Argentina are steadily building a following, driven by improved availability, stronger importer portfolios and growing consumer familiarity. Rather than concentrating only on established labels, drinkers are increasingly exploring different countries, grape varieties and styles as wine culture matures.

Jacob's Creek (#1), the Australian winery, and Spain's Campo Viejo (#2) retain the top two positions, continuing to benefit from nationwide availability, consistent quality and long-standing recognition among both consumers and the trade.

Baron Philippe de Rothschild (#3) climbs one place to become the highest-ranked French producer. With multiple labels across different price points, the producer has expanded its presence in India by offering strong value alongside the reputation of French winemaking, reflecting the growing acceptance of French wines beyond traditional fine-dining occasions.

Black Tower (#4) slips one place but remains one of India's preferred German wine brands. Brancott Estate (#5) climbs two places, highlighting growing interest in New Zealand wines as consumers look beyond traditional wine-producing regions for high-quality expressions that offer strong value. Argentina also strengthens its presence through Alta Vista (#6), whose premium Mendoza wines, particularly Malbec, continue to resonate with Indian drinkers seeking approachable yet world-class wines.

Further down the rankings, 19:59 (#7) and Pasqua (#8) retain their positions, while Yellow Tail (#9) enters the Top 10, reflecting continued demand for approachable Australian wines. Barton & Guestier Saint Emilion (#10) also makes its debut, further reinforcing the growing visibility of French wines in India's imported wine landscape.

Regional preferences reveal an increasingly diverse market. Jacob's Creek (#1) leads in Bengaluru and Chennai, Campo Viejo (#2) performs particularly strongly in Kolkata and Gurgaon, Alta Vista (#6) tops Mumbai's rankings, while Delhi stands apart with a broader mix of French, German and Argentinian labels. These regional differences suggest that consumers are becoming increasingly comfortable exploring wines beyond the traditional favourites.

— TOP 10 BRANDS —

2026	2025
1 Jacob's Creek	1 Jacob's Creek
2 Campo Viejo	2 Campo Viejo
3 Baron Philippe de Rothschild	3 Black Tower
4 Black Tower	4 Baron Philippe de Rothschild
5 Brancott Estate	5 Le Grand
6 Alta Vista	6 AG Forty Seven
7 19:59	7 Brancott Estate
8 Pasqua	8 19:59
9 Yellow Tail	9 Pasqua
10 Barton & Guestier Saint Emilion	10 MAN Family

Jacob's Creek (#1), the Australian winery, and Spain's Campo Viejo (#2) retain the top two positions, continuing to benefit from nationwide availability



WATCH OUT FOR:

As Indian consumers become more knowledgeable about wine, expect interest to continue shifting beyond traditional Australian and Spanish labels towards regions such as France, New Zealand and Argentina. Importers are also likely to expand portfolios with more premium yet value-driven producers, giving consumers greater choice across styles and origins.

While Australia, Italy and Spain remain strong performing origins, wines from France, New Zealand and Argentina are steadily building a following, driven by improved availability, stronger importer portfolios and growing consumer familiarity.

KEY INSIGHTS

- ◆ Jacob's Creek (#1) and Campo Viejo (#2) retain the top two positions for another year.
- ◆ Baron Philippe de Rothschild climbs to #3, reflecting growing interest in French wines supported by wider availability and strong value across multiple labels.
- ◆ Black Tower moves to #4, while Brancott Estate climbs to #5 as New Zealand wines continue to gain recognition for quality and value.
- ◆ Alta Vista enters the Top 10 at #6, highlighting the growing appeal of premium Argentinian wines, particularly from Mendoza.
- ◆ 19:59 (#7) and Pasqua (#8) retain their positions.
- ◆ Yellow Tail debuts at #9, while Barton & Guestier Saint Emilion enters at #10, strengthening France's representation in the rankings.
- ◆ Regional preferences are increasingly varied, with Jacob's Creek leading in Bengaluru and Chennai, Campo Viejo topping Kolkata and Gurgaon, Alta Vista leading Mumbai, and Delhi showcasing one of the country's most diverse imported wine selections.
- ◆ 78 brands were mentioned in this year's survey, compared to last year's 123.

City Split

Rank no	1	2	3	4	5
Kolkata	Campo Viejo & Chateau Goumin	Jacob's Creek & Black Tower	9 Lives Riesling	Brancaia TRE - Super Tuscan	Dr. Loosen & Frontera
Bengaluru	Jacob's Creek	Baron Philippe de Rothschild	Zonin	Le Grand	Campo Viejo & 9 Lives Riesling
Pune	Pasqua & Penfolds	Baron Philippe de Rothschild	Campo Viejo	Clarendelle & Dr. Loosen & Bodegas Ego 'El Goru'	La Vieille Ferme
Gurgaon	Campo Viejo	Brancott Estate	Jacob's Creek	Penfolds	Baron Philippe de Rothschild
Goa	Jacob's Creek	Campo Viejo	Yellow Tail	Le Grand	Fantini Wines
Delhi	Fishing Cat	19:59	Baron Philippe de Rothschild	Rutini	Barton & Guestier Saint Emilion & Black Tower (Riesling)
Mumbai	Alta Vista	Campo Viejo	Jacob's Creek	Pasqua	Chateau de Saint Cosme Gigondas
Chennai	Jacob's Creek	Brancott Estate & Black Tower (Riesling) & Barton & Guestier Saint Emilion & Two Oceans & Bodega Catena Zapata	B from Bordeaux - Philippe Raguénot & Vina Temprana & Zonin	Frontera & The Wolf Trap & Bernanrd Magrez & Lindeman's	Campo Viejo & Brancaia TRE - Super Tuscan & Mateus

Indian Still Wine

Sula (#1), Fratelli (#2) and Grover (#3) continue their dominance, while boutique producers and alternative formats broaden India’s wine conversation.

India’s still wine category continues to flourish, balancing the strength of established national producers with growing interest in smaller, quality-driven wineries and more accessible formats. While the country’s three largest producers remain firmly entrenched at the top, bartenders are increasingly recognising boutique labels that offer distinctive regional identities, lower-volume production and stronger storytelling.

The category is also evolving beyond the traditional 750ml bottle. Alternative formats, including canned wine, are beginning to attract younger consumers seeking convenience, lower commitment, and more casual occasions. At the same time, premium Indian wineries continue to earn greater recognition both domestically and internationally, as quality improves across vineyard management and winemaking.

Sula (#1), Fratelli (#2) and Grover (#3) remain India’s clear leaders, reflecting their nationwide availability, broad portfolios and enduring consumer familiarity. Together, they continue to define the country’s mainstream wine landscape.

Just behind them, KRSMA (#4) strengthens its position as India’s leading boutique winery. Based in Hampi and producing wines in limited quantities, it has built a strong reputation among serious wine enthusiasts and the trade, demonstrating that smaller producers can successfully compete alongside the country’s largest brands.

Big Banyan (#5) continues to reinforce its growing reputation, while Four Seasons (#6) climbs ahead of Reveilo (#7). Vallonne (#8) and Chateau Indage (#8) share eighth place, with Chateau Indage’s return reflecting renewed appreciation for one of India’s pioneering wine producers. Rounding out the Top 10 are York (#9), whose Sauvignon Blanc, Shiraz and sparkling wines continue to earn strong critical and consumer support, particularly across western India, and Tilt (#9), whose canned wine format has found growing favour among Millennials and Gen Z consumers looking for a more approachable and less intimidating way to drink wine. Iria (#10) makes its debut in the Top 10 this year, marking another addition to India’s increasingly diverse premium wine landscape.

Regional preferences reveal interesting differences across the country. Bengaluru stands apart as the only market where KRSMA (#4) leads the rankings, underlining the city’s strong appreciation for boutique, premium wines. Sula (#1) tops

— TOP 10 BRANDS —			
2026		2025	
1	Sula	1	Sula
2	Fratelli	2	Fratelli
3	Grover	3	Grover
4	KRSMA	4	KRSMA
5	Big Banyan	5	Big Banyan
6	Four Seasons	6	Reveilo
7	Reveilo	7	Four Seasons
8	Vallonne & Chateau Indage (Tied)	8	Vallonne
9	York & Tilt (Tied)	9	Chateau Indage
10	Iria	10	Good Earth

WATCH OUT FOR:
India’s wine category is likely to become more segmented over the next few years. Alongside continued investment from the country’s leading wineries, expect more boutique producers, region-specific wines and alternative formats such as canned wine to gain visibility. As wine education improves across restaurants and bars, consumers are also becoming more willing to explore beyond familiar labels.

Mumbai, Pune and Goa, while Fratelli (#2) leads in Kolkata and Delhi. The two share the top position in Chennai. Tilt (#9) also makes regional appearances in both Delhi and Gurgaon, highlighting growing acceptance of alternative wine formats in urban markets.



- KEY INSIGHTS
- ◆ Sula (#1), Fratelli (#2) and Grover (#3) retain the Top 3 positions, continuing to dominate India’s still wine category through their scale, availability and broad consumer recognition.
 - ◆ KRSMA (#4) remains India’s highest-ranked boutique winery, reflecting strong support from the trade and serious wine enthusiasts despite its limited production.
 - ◆ Big Banyan (#5) retains its position among India’s leading premium wineries.
 - ◆ Four Seasons climbs to #6, ahead of Reveilo (#7).
 - ◆ Vallonne (#8) and Chateau Indage (#8) share eighth place, with Chateau Indage returning to the national Top 10.
 - ◆ York (#9) enters the Top 10, supported by sustained popularity of wines such as its Sauvignon Blanc, Shiraz and sparkling expressions, particularly in western India.
 - ◆ Tilt (#9) makes its Top 10 debut, reflecting growing interest in canned wine among Millennial and Gen Z consumers.
 - ◆ Iria (#10) enters the national Top 10 for the first time.
 - ◆ Bengaluru is the only city where KRSMA ranks #1, while Sula leads Mumbai, Pune and Goa. Fratelli tops Kolkata and Delhi, and Chennai records a joint #1 between Sula and Fratelli.
 - ◆ 12 brands were mentioned in this year’s survey, compared to last year’s 13.

City Split

Rank no	1	2	3	4	5
Kolkata	Fratelli	Sula	Grover	Four Seasons & Chateau Indage	Reveilo
Bengaluru	KRSMA	Fratelli	Sula	Grover	Big Banyan
Pune	Sula	Fratelli	Grover	KRSMA & Big Banyan & Chateau Indage	
Gurgaon	Sula	Fratelli	Grover	Tilt	Big Banyan
Goa	Sula	Fratelli & Big Banyan	Reveilo	KRSMA	Grover & Chateau Indage & Four Seasons
Delhi	Fratelli	Sula	Grover	Four Seasons	Reveilo & Tilt
Mumbai	Sula	Fratelli	Grover	Vallonne	Reveilo
Chennai	Sula & Fratelli	Big Banyan	Grover		

Champagne

Moët & Chandon (#1) and Dom Pérignon (#2) continue to lead India's Champagne category, while G.H.Mumm (#3) strengthens its position

Champagne continues to occupy a unique position within India's premium drinks landscape. While overall volumes remain relatively small, demand is becoming broader and more informed, extending beyond landmark celebrations to fine dining, luxury hospitality and collectors seeking more diverse styles. As wine knowledge grows among consumers and the trade, bartenders are recommending a wider range of houses, balancing globally recognised prestige labels with smaller grower and boutique producers.

This year's rankings reflect that evolution while reinforcing the dominance of the category's established leaders. Moët & Chandon (#1) and Dom Pérignon (#2) retain their positions for another year, underlining the enduring strength of LVMH's Champagne portfolio in India. G.H.Mumm (#3), climbs two places to overtake Laurent-Perrier (#4). Backed by Pernod Ricard's strong distribution network, G.H.Mumm continues to benefit from nationwide availability.

Further down the rankings, Billecart-Salmon (#5) climbs ahead of Veuve Clicquot (#6), while Louis Roederer (#7) remains unchanged. Philippe Gonet (#8) shows a steep climb from last year's 10th rank, tied with Bollinger (#8); reflecting growing appreciation for producers that appeal to more knowledgeable Champagne drinkers looking beyond the category's biggest names. At #9, Armand de Brignac makes its debut alongside Devaux (#9), highlighting continued interest in both ultra-luxury cuvées and smaller, quality-driven houses. Taittinger (#10) rounds out this year's rankings.

Regional preferences continue to reinforce the category's maturity. Moët & Chandon (#1) ranks first in every market except Kolkata, where it shares the top spot with G.H.Mumm (#3). Dom Pérignon (#2) remains the clear second choice across most major cities, while Bengaluru, Delhi and Mumbai demonstrate particularly strong support for Billecart-Salmon (#5). Gurgaon stands out as the only market where Armand de Brignac (#9) enters the regional Top 5, reflecting the city's appetite for luxury labels, while Chennai's rankings point to increasing curiosity for smaller Champagne producers, with Chartogne-Taillet appearing among the city's preferred labels.

— TOP 10 BRANDS —

2026	2025
1 Moët & Chandon	1 Moët & Chandon
2 Dom Pérignon	2 Dom Pérignon
3 G.H.Mumm	3 Laurent-Perrier
4 Laurent-Perrier	4 G.H.Mumm
5 Billecart-Salmon	5 Veuve Clicquot
6 Veuve Clicquot	6 Billecart-Salmon
7 Louis Roederer	7 Louis Roederer
8 Philippe Gonet & Bollinger (Tied)	8 Devaux & Bollinger
9 Armand de Brignac & Devaux (Tied)	9 Taittinger
10 Taittinger	10 Philippe Gonet



WATCH OUT FOR:

As India's luxury dining and premium hospitality sectors continue to expand, Champagne lists are likely to become more diverse. Beyond the iconic houses, expect greater visibility for grower Champagnes and boutique producers as consumers become increasingly confident exploring provenance, producer styles and terroir.

Backed by Pernod Ricard's strong distribution network, G.H.Mumm continues to benefit from nationwide availability and a compelling premium proposition, making it one of the country's most accessible prestige Champagne houses.

KEY INSIGHTS

- Moët & Chandon (#1) and Dom Pérignon (#2) retain their positions as India's two most popular Champagne houses.
- G.H.Mumm climbs to #3, overtaking Laurent-Perrier (#4) and strengthening its position through wider availability and strong value within the prestige segment.
- Billecart-Salmon rises to #5 ahead of Veuve Clicquot (#6).
- Louis Roederer remains unchanged at #7.
- Philippe Gonet and Bollinger share #8, reflecting growing appreciation for more specialist Champagne houses.
- Armand de Brignac enters the national rankings for the first time, sharing #9 with Devaux.
- Taittinger (#10) rounds out the Top 10.
- Moët & Chandon (#1) leads in every major market surveyed, while Kolkata is the only city where it shares the top position with G.H.Mumm (#3). Gurgaon is the only market where Armand de Brignac (#9) appears in the regional Top 5, and Chennai stands out for recognising smaller producers such as Chartogne-Taillet.
- 15 brands were mentioned in this year's survey, compared to last year's 17.



City Split

Rank no	1	2	3	4	5
Kolkata	Moët & Chandon & G.H.Mumm	Dom Pérignon	Devaux	Laurent-Perrier	Veuve Clicquot
Bengaluru	Moët & Chandon	Dom Pérignon	Billecart-Salmon	Laurent-Perrier & Philippe Gonet	G.H.Mumm
Pune	Moët & Chandon	Dom Pérignon	Veuve Clicquot	G.H.Mumm	Louis Roederer
Gurgaon	Moët & Chandon	Dom Pérignon	G.H.Mumm & Laurent-Perrier	Veuve Clicquot	Armand de Brignac
Goa	Moët & Chandon	Dom Pérignon	G.H.Mumm	Laurent-Perrier	Veuve Clicquot
Delhi	Moët & Chandon	Dom Pérignon	Laurent-Perrier	Billecart-Salmon	G.H.Mumm
Mumbai	Moët & Chandon	G.H.Mumm	Billecart-Salmon	G.H.Mumm	Veuve Clicquot
Chennai	Hennessy	Martell	Dom Pérignon	Charles Chartogne-Taillet	Billecart-Salmon & Veuve Clicquot

Sparkling Wine

Chandon (#1) overtakes Cinzano (#3) to lead India's sparkling wine category, while Villa Sandi (#2) continues the rise of premium Prosecco.

Sparkling wine continues to benefit from changing drinking occasions in India. Once largely reserved for celebrations, it is increasingly finding a place as an aperitif, alongside brunches, and in by-the-glass programmes at restaurants and bars. As consumers become more comfortable exploring wine, they are also trading up within sparkling wine, moving beyond familiar Asti styles towards Prosecco and premium sparkling expressions.

Chandon (#1) climbs to the top of the list, overtaking long-time leader Cinzano (#3). It must be noted that, as of last year, Moët & Chandon stopped producing Chandon in India after selling its distillery to Sula. Sparkling wines under the brand, however, continue to be produced by the company in other parts of the world and will be available in India.

Villa Sandi (#2) also overtakes Cinzano this year, reinforcing the growing popularity of premium Italian Prosecco. Bottega (#4) climbs into the Top 5, strengthening the presence of Italian Prosecco brands in the upper ranks. Belstar (#8) and Zonin (#9) further bolster the Italian representation, while Grover (#10) enters the Top 10 for the first time, adding another Indian name to a category that is increasingly balancing international and domestic sparkling wines. A notable absence this year, after three years, is Martini, which has dropped off the list.

The remainder of the Top 10 shows both continuity and gradual evolution. Sula (#5) and Fratelli (#6) remain India's leading domestic sparkling wine producers, highlighting the continued strength of locally produced sparkling wines. Jacob's Creek (#7) improves one position as the only Australian brand in the list. The entry of Grover (#10) further strengthens the showing of Indian sparkling wine, signalling growing recognition for homegrown producers alongside established international labels.

Regional preferences reveal a more fragmented market than many other categories. Chandon (#1) leads in Bengaluru, Goa and Mumbai, Villa Sandi (#2) tops Delhi, Sula (#5) remains the preferred sparkling wine in Pune, Cinzano (#3) continues to lead Kolkata, while Jacob's Creek (#7) ranks first in Chennai. With five different brands leading across the eight major markets surveyed, the spread suggests that consumers are becoming increasingly comfortable exploring different styles, origins and price points rather than converging around a single national favourite.

— TOP 10 BRANDS —

2026	2025
1 Chandon	1 Cinzano
2 Villa Sandi	2 Chandon
3 Cinzano	3 Villa Sandi
4 Bottega	4 Bottega
5 Sula	5 Fratelli
6 Fratelli	6 Sula
7 Jacob's Creek	7 Jacob's Creek
8 Belstar	8 Martini
9 Zonin	9 Zonin
10 Grover	10 San Simone

Once largely reserved for celebrations, sparkling wine is finding a place as an aperitif, alongside brunches, and in by-the-glass programmes at restaurants and bars.

WATCH OUT FOR:

Premium sparkling wine is likely to benefit from the rapid expansion of by-the-glass wine programmes, hotel brunches and celebratory dining occasions. At the same time, Prosecco is expected to strengthen its position in India as awareness grows and consumers increasingly seek lighter, food-friendly sparkling wines. The growing representation of Indian producers also points to greater opportunity for homegrown sparkling wines to compete for attention alongside established international labels.



KEY INSIGHTS

- ◆ Chandon climbs to #1, overtaking Cinzano to become the most popular sparkling wine in premium Indian bars.
- ◆ Villa Sandi rises to #2, pushing Cinzano, last year's topper, to #3 and reinforcing the growing popularity of premium Prosecco.
- ◆ Bottega climbs to #4, moving into the Top 5 and strengthening the Italian Prosecco presence in the upper ranks.
- ◆ Sula (#5) and Fratelli (#6) remain India's highest-ranked domestic sparkling wine brands.
- ◆ Jacob's Creek climbs to #7.
- ◆ Belstar (#8) and Zonin (#9) continue the strong showing of Italian Prosecco, while Grover (#10) enters the Top 10 for the first time, adding another Indian sparkling wine brand to the ranking.
- ◆ Martini, a regular in the list for the past three years, drops out this year.
- ◆ Five different brands lead across the eight major markets surveyed, reflecting increasingly diverse regional preferences within India's sparkling wine category.
- ◆ 29 brands were mentioned in this year's survey, compared to last year's 28.

City Split

Rank no	1	2	3	4	5
Kolkata	Cinzano	Chandon & Noi	San Simone	Jacob's Creek & Fratelli	Lindeman's
Bengaluru	Chandon	Villa Sandi	Bottega	Cinzano & Belstar & Grover	Cecilia Beretta
Pune	Sula	Villa Sandi	Fratelli	Cinzano	Belstar
Gurgaon	Chandon	Cinzano	Mateus	Martini	Tiamo
Goa	Chandon	Villa Sandi	Cinzano	Fratelli	Sula
Delhi	Villa Sandi	Bottega (Italy)	Cinzano	Fratelli	Chandon
Mumbai	Chandon	Villa Sandi	Bottega	Cinzano	Fratelli
Chennai	Jacob's Creek	Zonin	Villa Sandi & Bepin Prosecco	Sula	Chandon & Fratelli & Noi

Liqueurs & Other Spirits

Jägermeister (#1) and Baileys (#2) continue to dominate, while Quaffine (#5) leads the strongest-ever showing for Indian liqueurs.

This category continues to see some of the most exciting innovation, with new flavours and spirit styles expanding what sits behind the bar. Established bittersweet, citrus and cream liqueurs continue to anchor cocktail menus, but there is growing room for products that bring regional flavours to the glass. Heritage spirits such as mahua and feni are becoming more widely available beyond their home markets, while local producers are reimagining coffee-, citrus-, and fruit-led liqueurs through an Indian lens.

That momentum is translating into new launches and investments. Over the past year, Mikiamo expanded beyond India's first limoncello with the launch of the country's first meloncello, while Six Brothers has helped bring mahua into duty-free retail, giving one of India's native heritage spirits a wider audience. More recently, United Spirits also invested in Nuvola Spirits (makers of Mikiamo), signaling growing confidence in India's emerging premium liqueur space.

Despite that evolution, the top of the rankings remains largely unchanged. Jägermeister (#1) and Baileys Irish Cream (#2) continue to dominate, reinforcing their status as the category's most trusted and recognisable brands. Cointreau (#3) climbs one place, overtaking Kahlúa (#4), as timeless cocktails like the Margarita remain popular alongside modern classics such as the Espresso Martini on menus across the country.

The biggest movement comes further down the rankings, where Indian brands make their strongest showing yet. Quaffine (#5) climbs up one spot to retain its position as India's highest-ranked liqueur, while Choya Umesu (#6) and Amarula (#6) share the #6 position. Six Brothers Mahura (#7) enters the Top 10 for the first time, along with Mikiamo Limoncello (#8), tied with Malibu (#8). Luxardo Maraschino (#9) and Cazulo Feni (#10) round out the rankings.

Regional preferences also paint an interesting picture. Jägermeister (#1) tops the rankings in six of the eight major markets surveyed. Pune is the only city where Baileys Irish Cream (#2) takes the top spot, while Goa stands out for its strong support of Indian labels, with Quaffine (#5), Cazulo Feni (#10) and Mikiamo Limoncello (#8) all featuring among its leading preferences.

— TOP 10 BRANDS —

2026	2025
1 Jägermeister	1 Jägermeister
2 Baileys Irish Cream	2 Baileys Irish Cream
3 Cointreau	3 Kahlúa
4 Kahlúa	4 Cointreau
5 Quaffine	5 Choya Umesu
6 Choya Umesu & Amarula (Tied)	6 Quaffine
7 Six Brothers Mahura	7 Tabernero Pisco
8 Malibu & Mikiamo Limoncello (Tied)	8 Cazulo Feni
9 Luxardo Maraschino	9 Luxardo
10 Cazulo Feni	10 Amarula



Cointreau (#3) climbs one place, as timeless cocktails like the Margarita remain popular

WATCH OUT FOR:

Expect more premium liqueurs inspired by regional ingredients to enter the market. As Indian producers continue experimenting with heritage spirits, coffee, citrus and fruit-forward styles, the category is likely to become one of the most innovative corners of the back bar.



MIX SOMETHING NEW



Top Indian Brands

2026
1 Quaffine
2 Six Brothers Mahura
3 Mikiamo Limoncello
4 Cazulo Feni
5 Tinto Feni



KEY INSIGHTS

- ◆ Jägermeister (#1) and Baileys Irish Cream (#2) retain their positions as India’s two most popular liqueurs in premium bars.
- ◆ Cointreau (#3) climbs up one spot, overtaking Kahlúa (#4), reflecting the continued popularity of classic cocktails such as the Margarita.
- ◆ Quaffine (#5) rises, retaining its position as India’s highest-ranked liqueur.
- ◆ Choya Umeshu and Amarula share the #6 position.
- ◆ Six Brothers Mahura (#7) enters the Top 10 for the first time.
- ◆ Mikiamo Limoncello (#8) debuts in the rankings, tied with Malibu (#8), marking another milestone for Indian-produced liqueurs.
- ◆ Luxardo Maraschino (#9) stays at the same rank, while Cazulo Feni (#10) rounds out the Top 10.
- ◆ Four Indian brands feature in this year’s Top 10: Quaffine, Six Brothers Mahura, Mikiamo Limoncello and Cazulo Feni. This is the strongest representation for domestic liqueurs to date.
- ◆ Jägermeister is the preferred liqueur across six of the eight major markets surveyed.
- ◆ Pune is the only market where Baileys Irish Cream takes the top spot, while Goa records the strongest preference for Indian liqueurs, with Quaffine, Cazulo Feni and Mikiamo Limoncello all featuring in its Top 5.
- ◆ 23 brands were mentioned in this year’s survey, compared to last year’s 24.

Over the past year, Mikiamo expanded beyond India's first limoncello with the launch of the country's first meloncello, while Six Brothers has helped bring mahua into duty-free retail, giving one of India's oldest heritage spirits a wider audience.

City Split

Rank no	1	2	3	4	5
Kolkata	Jägermeister	Baileys Irish Cream	Kahlúa	Cointreau	Malibu
Bengaluru	Jägermeister	Baileys Irish Cream	Kahlúa	Cointreau	Quaffine & Six Brothers Mahura
Pune	Baileys Irish Cream	Jägermeister & Quaffine	Malibu	X-Rated	Kahlua
Gurgaon	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa	Quaffine & Malibu
Goa	Jägermeister	Baileys Irish Cream	Quaffine	Cazulo Feni	Mikiamo Limoncello
Delhi	Jägermeister	Cointreau	Quaffine	Amarula	Choya Umeshu
Mumbai	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa	Quaffine & Six Brothers Mahura
Chennai	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa & Amarula	



Amaro & Aperitifs

Campari (#1) and Aperol (#2) continue to dominate this category, as Italian brands retain their dominance while a new generation of Indian labels begins to make its mark.

Globally, the rise of the spritz and the aperitivo culture has become one of the strongest drivers of growth for amaros and aperitifs, and the same shift is becoming more visible in India. As consumers embrace lighter, lower-ABV cocktails such as Spritzes and Negronis, these once niche European staples have become essentials on modern cocktail menus.

The Spritz remains one of the world’s defining cocktails, but the category is also expanding to include wine-based aperitifs, bitters, and modern interpretations that offer bartenders greater versatility behind the bar. In India, the category is beginning to develop its own identity, with homegrown producers entering a space historically led by European brands. Davana Vermouth Indica (#10) and Paapi Absinthe (#10) both enter this year’s Top 10 for the first time, marking a sign of homegrown Indian expressions breaking into the category’s established hierarchy.

The top of the rankings points to a familiar hierarchy with a few notable shifts. Campari (#1) and Aperol (#2) remain unchanged at the top for the second consecutive year, reinforcing their position as the category’s defining brands. Cinzano (#3) climbs up one place, overtaking Amaro Montenegro (#4). Lillet (#5) moves up one place, while Martini (#6) drops one place. Fernet-Branca (#7) retains its position, as Cocchi (#8) records the biggest gain, rising two spots. Xenta Absinthe (#9) debuts in the rankings and Select Aperitivo (#10) rounds out the Top 10, tied with Davana Vermouth Indica and Paapi Absinthe.

Regional preferences reveal a consistently strong performance for Campari and Aperol across India’s major markets. Aperol leads in Kolkata and Pune, while Campari remains the preferred choice in Bengaluru, Gurgaon, Goa, Delhi and Chennai.



Campari (#1) and Aperol (#2) remain unchanged at the top for the second consecutive year, reinforcing their position as the category's defining brands.

— TOP 10 BRANDS —

2026	2025
1 Campari	1 Campari
2 Aperol	2 Aperol
3 Cinzano	3 Amaro Montenegro
4 Amaro Montenegro	4 Cinzano
5 Lillet	5 Martini
6 Martini	6 Lillet
7 Fernet-Branca	7 Fernet-Branca
8 Cocchi	8 Select Aperitivo
9 Xenta Absinthe	9 Ricard
10 Select Aperitivo & Davana Vermouth Indica & Paapi Absinthe (Tied)	10 Cocchi

WATCH OUT FOR:

As aperitivo culture continues to grow, expect bars to look beyond the classic Spritz towards a broader range of bitters, vermouths and aperitifs. The acute shortage of vermouth brands in the Indian market remains a significant constraint on the growth of cocktail culture, particularly as bars look to expand beyond the classic Spritz and Negroni. The emergence of homegrown players such as Davana and Paapi could begin to address this gap, while also giving bartenders more opportunities to explore Indian ingredients and interpretations within the category. Expect to see more brands, both homegrown and international, enter the category to address this gap and give bartenders greater choice in building vermouth-led and aperitivo-style cocktails.

In India, the category is beginning to develop its own identity, with homegrown producers entering a space historically led by European brands. Davana Vermouth Indica (#10) and Paapi Absinthe (#10) both enter this year's Top 10 for the first time.

KEY INSIGHTS

- ◆ **Campari** (#1) and **Aperol** (#2) retain their positions for the third consecutive year.
- ◆ Italian brands account for eight of this year’s Top 10, reinforcing Italy’s continued dominance of the aperitifs category.
- ◆ **Cinzano** (#3) overtakes **Amaro Montenegro** (#4), while **Lillet** (#5) continues its upward momentum ahead of **Martini** (#6).
- ◆ **Cocchi** (#8) records the biggest climb in this year’s rankings, rising two places.
- ◆ **Xenta Absinthe** (#9) enters the Top 10 for the first time, while Ricard exits the rankings.
- ◆ Two homegrown Indian brands, **Davana Vermouth Indica** and **Paapi Absinthe** enter the Top 10, tied at #10 alongside **Select Aperitivo**.
- ◆ Campari remains the most consistently popular aperitif across India’s major markets, leading five markets outright and sharing the top spot in Mumbai.
- ◆ Lillet performs particularly strongly in Mumbai and Chennai, highlighting growing interest in wine-based aperitifs.
- ◆ Chennai remains the category’s most diverse market, with the broadest mix of aperitifs and absinthes among the cities surveyed.



City Split

Rank no	1	2	3	4	5
Kolkata	Jägermeister	Baileys Irish Cream	Kahlúa	Cointreau	Malibu
Bengaluru	Jägermeister	Baileys Irish Cream	Kahlúa	Cointreau	Quaffine & Six Brothers Mahura
Pune	Baileys Irish Cream	Jägermeister & Quaffine	Malibu	X-Rated	Kahlua
Gurgaon	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa	Quaffine & Malibu
Goa	Jägermeister	Baileys Irish Cream	Quaffine	Cazulo Feni	Mikiamo Limoncello
Delhi	Jägermeister	Cointreau	Quaffine	Amarula	Choya Umeshu
Mumbai	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa	Quaffine & Six Brothers Mahura
Chennai	Jägermeister	Baileys Irish Cream	Cointreau	Kahlúa & Amarula	

Mixers

Coca-Cola (#1) and Schweppes (#2) continue to reign, while premium mixers cement their place behind India’s best drinks.

Mixers, a category that includes tonics, carbonated and energy drinks, and syrups, have evolved from being a supporting ingredient to an important part of the drinking experience. As consumers become more conscious of flavour, balance and quality, bars are paying greater attention to what goes into a drink beyond the base spirit. Alongside long-standing global brands, premium Indian mixer companies are continuing to strengthen their presence, reflecting a more sophisticated approach to cocktails and mixed drinks.

Coca-Cola (#1), Schweppes (#2) and Sepoy & Co (#3) comfortably retain their leadership in this year’s top 10. Red Bull (#4) and Malaki (#5) round out the Top 5, with Malaki moving up one place. Further down the rankings, Monin (#6) moves up two spots, while Fever-Tree (#7) and Pepsi (#8) also feature in the national Top 10. MTSR (#9) retains its position, while 7UP and Gunsberg make their debut in the Top 10, tied at #10. Another notable feature this year is the disappearance of Svami, once a very popular brand in the premium mixer category, from the list.

Coca-Cola (#1), Schweppes (#2) and Sepoy & Co (#3) comfortably retain their leadership in this year’s top 10. Red Bull (#4) and Malaki (#5) round out the Top 5

Regional preferences remain largely consistent. Coca-Cola (#1) ranks first across Bengaluru, Pune, Goa, Delhi and Mumbai, while Schweppes (#2) leads in Kolkata and Chennai, and shares the top spot with Coca-Cola in Gurgaon. Sepoy & Co (#3) continues to perform particularly well in Goa, Delhi, Mumbai and Gurgaon, underlining the growing acceptance of premium Indian mixers among leading bars.

— TOP 10 BRANDS —			
2026		2025	
1	Coca Cola	1	Coca Cola
2	Schweppes	2	Schweppes
3	Sepoy & Co	3	Sepoy & Co
4	Red Bull	4	Red Bull
5	Malaki	5	Fever Tree
6	Monin	6	Malaki
7	Fever Tree	7	Svami
8	Pepsi	8	Monin
9	MTSR	9	MTSR
10	7UP & Gunsberg (Tied)	10	Jaisalmer



WATCH OUT FOR:
As consumers become more discerning about what goes into their drinks, expect continued growth in premium Indian mixers, functional beverages and flavour-led sodas. Rather than competing with mainstream soft drinks, these brands are increasingly carving out a distinct role in premium cocktails and spirit-forward serves.



- KEY INSIGHTS
- ◆ Coca-Cola (#1) and Schweppes (#2) retain their positions as two most popular mixers in premium Indian bars.
 - ◆ Sepoy & Co (#3) remains the highest-ranked premium Indian mixer brand.
 - ◆ Red Bull (#4) and Malaki (#5) complete the Top 5, with Malaki climbing one place.
 - ◆ Monin moves up to #6, while Fever-Tree moves to #7.
 - ◆ Pepsi enters the national Top 10 for the first time at #8.
 - ◆ MTSR retains its position at #9.
 - ◆ 7UP and Gunsberg enter the national Top 10 for the first time, tied at #10, adding two new names to this year’s rankings.
 - ◆ Coca-Cola ranks first in five of the eight major markets surveyed, while Schweppes leads in Kolkata and Chennai and shares the top spot in Gurgaon.
 - ◆ 31 brands were mentioned in this year’s survey, compared to last year’s 30.
 - ◆ Svami, once a major player in the segment, is notable for its absence from the list this year.

City Split

Rank no	1	2	3	4	5
Kolkata	Schweppes	Red Bull	Gordon’s Soda	Coca Cola & MTSR	Sober & Co
Bengaluru	Coca Cola	Schweppes	Red Bull	Malaki	Sober & Co
Pune	Coca Cola	Malaki	Schweppes	Red Bull	Sepoy & Co & Monin & Pepsi
Gurgaon	Coca Cola & Schweppes	Sepoy & Co	Evocus	Red Bull & Monin	Fever Tree & London Essence
Goa	Coca Cola	Sepoy & Co	Malaki	Schweppes	Red Bull
Delhi	Coca Cola	Schweppes	Sepoy & Co	Red Bull & Monin	Pepsi
Mumbai	Coca Cola	Schweppes	Sepoy & Co	Red Bull	Malaki
Chennai	Schweppes	Coca Cola	Red Bull	Monin	Ocean & Real

Water

Perrier (#1) continues to lead, followed by Vedica (#2), the highest-ranked local brand, which overtakes Himalayan (#3)

India’s premium water category has grown significantly over the past year, driven by demand for provenance-led and naturally sourced mineral waters. According to Euromonitor, premium water now accounts for around 8% of India’s bottled water market, up from just 1% in 2021. The category has also become more visible in premium restaurants and bars.

Perrier (#1) retains the top spot for another year. After sharing the second spot with Himalayan last year, Vedica (#2) holds the rank outright this year, while Himalayan (#3) slips, making Vedica India’s highest-ranked premium water brand. Malaki (#4) shares the position with Bisleri (#4), giving Indian brands a strong presence at the top of the rankings, while Veen (#5) rounds out the Top 5.

Further down the list, Evian (#6) climbs three places, Blue Pine (#7) enters the Top 10 for the first time, while Schweppes Soda Water (#8) also makes its debut. Aava (#9) and Evocus (#10) complete this year’s rankings. Notably, two big-time mass brands from earlier years, Aquafina and Kinley, have dropped off the list this year.

After sharing the second spot with Himalayan last year, Vedica (#2) holds the rank outright this year, while Himalayan (#3) slips, making Vedica India’s highest-ranked premium water brand.

Regional preferences show Perrier (#1) leading in four of the eight major markets surveyed, while Vedica (#2) tops the rankings in Bengaluru, Pune and Chennai. Goa stands apart as the only market where Malaki (#4) takes the number one spot.

— TOP 10 BRANDS —

2026	2025
1 Perrier	1 Perrier
2 Vedica	2 Vedica & Himalayan
3 Himalayan	3 Malaki
4 Malaki & Bisleri (Tied)	4 Veen
5 Veen	5 Bisleri
6 Evian	6 Aava
7 Blue Pine	7 Evocus
8 Schweppes Soda Water	8 Kinley
9 Aava	9 Evian
10 Evocus	10 Aquafina



WATCH OUT FOR: Premium sparkling water is expected to become one of the fastest-growing parts of the category as more brands expand beyond still water.



- KEY INSIGHTS**
- Perrier (#1) retains its position as India’s most popular premium water.
 - Vedica (#2) overtakes Himalayan (#3) to become the highest-ranked Indian premium water brand.
 - Malaki (#4) shares fourth place with Bisleri (#4), giving Indian brands three of the Top 4 positions.
 - Evian (#6) records the biggest climb this year, moving up three places.
 - Blue Pine (#7) and Schweppes Soda Water (#8) enter the Top 10 for the first time.
 - Perrier is the preferred water across four of the eight major markets surveyed.
 - Vedica leads Bengaluru, Pune and Chennai, while Malaki tops the rankings in Goa.
 - Six of this year’s Top 10 brands are Indian, highlighting the continued growth of the domestic premium water category.
 - Two major international brands, Aquafina and Kinley, drop out of the list this year.
 - 26 brands were mentioned in this year’s survey, compared to last year’s 28.

City Split

Rank no	1	2	3	4	5
Kolkata	Perrier	Blue Pine & Kinley	Veen & Schweppes Soda Water	Bisleri	San Benedetto & Svva
Bengaluru	Vedica	Perrier	Himalayan	Uravu	Evocus
Pune	Vedica	Perrier & Malaki & Bisleri	Veen	Aquafina	Schweppes Soda Water
Gurgaon	Perrier	Evian & Aava	Himalayan	Vedica	Veen
Goa	Malaki	Vedica	Perrier	Blue Pine & Kinley	St. Remy
Delhi	Perrier	Himalayan	Evian	Vedica	Himalayan & Bisleri
Mumbai	Perrier	Aava	Vedica	Bisleri	Himalayan
Chennai	Vedica	Bisleri & Paniya	Perrier	Evian & Aquafina	



Participating Bars In The Survey

NAME OF BAR / HOTEL	CITY
The Cheroot Malt Bar, ITC Grand chola	Chennai
Polo Lounge, Hyatt Regency Delhi	New Delhi
HyLo	Mumbai
Yazu Pan Asian Supper Club	Bangalore
Yazu Pan Asian Supper Club	Mumbai
Adrift Kaya, JW Marriott New Delhi Aerocity	New Delhi
Miss Margarita	New Delhi
Amadeo By Oberoi	Mumbai
Miss Margarita	Gurgaon
Rajwada Bar, The Oberoi Rajvilas Jaipur	Jaipur
Roc-a-Coe	Chennai
Koyo Koyo, Hyatt Centric Chandigarh	Chandigarh
The Ivory Club, Hyatt Regency Trivandrum	Thiruvananthapuram
Loulou Cocktail Bar, Goa	Goa
Ness, Trident Nariman Point	Mumbai
Feli Tavern	Goa
Lord Vesper, The Oberoi, Gurgaon	Gurgaon
KOKO Mumbai	Mumbai
Sundays	Chennai
Latango	New Delhi
Atelier V	Indore
Masala Code	Indore
2:FIFTY9 The Bar, JW Marriott Kolkata	Kolkata
Olive Bar & Kitchen	New Delhi
Ukiyo, The Ritz Carlton	Pune
Grammie	New Delhi
The Piano Man	New Delhi
PVT LTD, Hyatt Centric chandigarh	Chandigarh
Barbet & Pals	New Delhi
Aer, Four Seasons Mumbai	Mumbai
Clock Tower	Gurgaon
No Vacancy	New Delhi
The Library Bar, Leela Palace,	New Delhi
Sixteen33	Mumbai

KOKO Bengaluru	Bangalore
BANNG	Gurgaon
Indian Accent	Mumbai
FOO	Mumbai
Khi Khi	New Delhi
Woodside Inn Bandra	Mumbai
Whisky Samba	Gurgaon
Juniper Bar, Grand Hyatt	Mumbai
Tao- Fu, JW Marriott	Pune
Bar Spirit Forward	Bangalore
ATM	Kolkata
Americano	Mumbai
Ekaa	Mumbai
Room One	Goa
Geist Brewing Co. Hennur	Bangalore
Geist Brewing Co OMR	Bangalore
Geist Brewing co. Rajajinagar	Bangalore
Dali & Gala	Bangalore
TOP BANANA	New Delhi
YOKOCHO	Kolkata
Sidecar	New Delhi
Call me Ten	New Delhi
INJA	New Delhi
Long Bar, Raffles	Udaipur
She's here	Gurgaon
The Assa House	Goa
Sobo20 Intercontinental Marine Drive	Mumbai
Red, Vasant Vihar	New Delhi
Bar Stoned Pig	Goa
Conversation Room	Kolkata
Copitas at Four Seasons	Bangalore
Sorano	Kolkata
Mehico	Kolkata
JUJU	Pune
Shad Skye Shillong	Shillong
Mirth	Bangalore
Bar WILD	Bangalore
Paro Modern Indian Bar	Jaipur
La Panthera	Mumbai
Fort City Brewing	New Delhi

AMPM	Kolkata
The Johri, Jaipur	Jaipur
The Flying Elephant, Park Hyatt	Chennai
Little Bit Sober Kolkata	Kolkata
The Bombay Canteen	Mumbai
Nox, The Westin Powai	Mumbai
Rubicon, The Leela Ambience	Gurgaon
Hosa	Gurgaon
Muro	Bangalore
Comorin	Gurgaon
ZLB23	Bangalore
Japonico	Gurgaon
Boilermaker	Goa
Grappa Bar, Shangri-La Eros	New Delhi
Bandra Born	Mumbai
403 Forbidden Bar	Bangalore
Indian Accent	New Delhi
Izumi Bandra	Mumbai
Fireback	Goa
Idoru	Mumbai
Aasmana, The Ritz Carlton Pune	Pune
Cavalry Bar, Wildflower Hall	Shimla
Hosa	Goa
KAMEI	New Delhi
Hikki	New Delhi
Hoots	New Delhi
O22 Bar Lounge, Trident BKC	Mumbai
Scarlett House Bandra	Mumbai
Uncle's Delhi	New Delhi
Grumps	Goa
Soraia	Mumbai
Fielia	Mumbai
Slink & Bardot	Mumbai
JW Marriott Sahar	Mumbai
Gather	Pune
Taj Lalitbagh Udaipur	Udaipur
Noctis Speakeasy	New Delhi
Madras Cocktail Company (MadCo.)	Chennai
LOYA, Taj West End Bengaluru	Bangalore
Wine In Progress	Bangalore

Cirrus9, The Oberoi	New Delhi
Baglami	Mumbai
Nutcase Etc.	Kolkata
Yazu Pan Asian Beach Club	Goa
999, JW Marriott	Chandigarh
Colony Bar, Grand Hyatt	Kochi
The Dressing Room	New Delhi
Mister Merchant's Goa	Goa
By the Blue, Grand Mercure	Bangalore
LUPA	Bangalore
Oxymorons	Hyderabad
Mister Merchant's	Pune
BENO	Goa
Ølterra	Kolkata
Petisco Kitchen & Bar	Goa
Element Bar & Kitchen	Pune
Refuge	New Delhi
Ran Baas, The Palace	Amritsar
Sura - Cocktails & Cuisine	Jaipur
Slowtide Goa	Goa
The Bagh	Amritsar
Courtyard by Marriott Hebbal	Bangalore
Cobbler & Crew	Pune
Late Checkout	Mumbai
Izumi	Goa
Otra	Mumbai
AABBCC	New Delhi
SOKA	Bangalore
The Governor House By Elgin	Amritsar
Bar Double	Bangalore
The Daily All Day	Mumbai
Una Hacienda	Bangalore
Permit and Co.	Mumbai
The Ritz Carlton	Bangalore
Mofo	Goa
Lair	New Delhi
Bastian Garden City	Bangalore
PCO Delhi	New Delhi
Strangr	New Delhi
Elephant and Co	Pune



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