

Ochre Spirits closes seed round led by Ah! Ventures to build next-gen beverage house

12 November 2025 | News

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Ochre Spirits, one of India's fastest-growing artisanal spirits brands from Goa, has closed a seed round in an undisclosed amount, led by Ah! Ventures through their First Gear platform, with participation from Mukesh Singh (Founder, RoboCapital; Ex-President, IIFL Finance) and Probir Roy (MD-Alize Capital, Independent Director Nazara Technologies & Co-Founder, PayMate), who also serves as a strategic advisor to the brand. Rooted in a philosophy that blends craftsmanship with counterculture, the brand is curating a new-age portfolio of spirits, mixers, and functional drinks that celebrate individuality, creativity, and conscious indulgence.

This fundraiser marks a defining moment in Ochre Spirits's evolution from a promising craft startup to an emerging beverage house. The capital will be used to deepen its presence in South and West of India, strengthen production, and expand its growing portfolio across established high-potential categories such as Whisky, Gin, and Agave spirits. The brand sits at the crossroads of design, culture, and conscious living, driven by the belief that authenticity is the new luxury. Every bottle, campaign, and collaboration is crafted to spark conversation, connection, and confidence.

"This phase is about precision and presence," said John Royer, Founder of Ochre Spirits. "From our current range to the upcoming extensions across categories, the intent is consistent to offer world-class products that don't alienate the Indian consumer on the price front. We're creating a multi-category beverage ecosystem that balances aspiration with accessibility, ensuring quality isn't reserved for a select few but becomes a benchmark for the entire segment. Each label is crafted to meet evolving consumer expectations without losing its authenticity."

Ochre's journey has only just begun, but our direction is clear. We're building a beverage company that's modern in vision, disciplined in execution, and unapologetically Indian at its core. The goal is simple, to create a homegrown house of brands that earns global respect for its craft, design, and conviction, John added.