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Ochre Spirits taps into Maharashtraâ??s burgeoning spirits market, eyes over 25% revenue boost

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Indiaâ??s spirits market is experiencing a remarkable boom, driven by higher disposable incomes, a growing appetite for premium and artisanal drinks, the buzz of urban nightlife, and a rising pride in homegrown brands. According to industry estimates, Indiaâ??s premium and luxury spirits market is valued at approximately Rs 26,500 crore (FY 2024), with a

projected CAGR of around 11 per cent from FY24 to FY29, expected to reach Rs 44,612 crore by FY 2029.

Riding this wave of transformation, Ochre Spirits, one of Indiaâ??s fastest-growing artisanal spirits brands, has announced its entry into Maharashtra, one of the countryâ??s most influential and fast-evolving markets for premium alcohol. This strategic move is poised to reshape the companyâ??s growth trajectory, with the state expected to contribute over 25 per cent to its consolidated portfolio over the next three years.

Maharashtra already represents a Rs23,250 crore excise market, with premiumisation rapidly accelerating. Nationally, premium and luxury spirits now account for around 10 per cent of Indiaâ??s total spirits market value, a share that continues to rise, supporting a credible high-single to low-double digit growth runway for Maharashtraâ??s premium segment over the next 3â??5 years. In line with this and after establishing a strong foothold in Goa and Pondicherry, Ochre Spirits is now deploying its acclaimed craft portfolio across Mumbai, Pune, Nagpur, and Aurangabad, targeting leading retail channels and the stateâ??s most dynamic on-trade venues.

â??Maharashtra is a state of incredible diversity, ambition, and taste,â• says John Royerr, Founder of Ochre Spirits. â??From Mumbaiâ??s cosmopolitan energy to Puneâ??s vibrant youth, and Nagpur and Aurangabadâ??s expanding premium consumption, Maharashtra represents an India in transition. Entering this market is both an emotional and strategic milestone for us.â•

Distribution for Ochre Spiritsâ?? Maharashtra rollout will be managed by Drunken Monkey Beverages Pvt. Ltd., a company led by Directors Amit Vasandani and Sunny Asrani. Recognised as one of the stateâ??s most forward-looking premium spirits distributors, Drunken Monkey leverages extensive category expertise, robust retail partnerships, and a strong operational footprint across the region to ensure strategic market penetration.

â??Ochre Spirits enters Maharashtra at a time when consumers are seeking newer, more contemporary brands,â• says Sunny Asrani, Director, Drunken Monkey Beverages Pvt. Ltd. â??Ochre has all the markers of a strong modern spirits house with clarity of vision, distinct product identity, and a portfolio built for scale. We believe it is well-positioned to become one of the most influential new-age brands in Maharashtraâ??s premium segment.â•

Known for its craft and unapologetically contemporary ethos, Ochre Spirits has evolved into one of Indiaâ??s most distinctive artisanal labels. Crafted for consumers who appreciate nuance, creativity, and authenticity, Ochreâ??s spirits highlight the elegance of contemporary Indian distilling. Every bottle is designed to deliver a seamless, elevated drinking experience that feels intentional, expressive, and unmistakably Ochre.

Each expression is crafted to deliver a distinct, layered experience. Nutty Berry Rum melds warm, nutty undertones with a rich berry finish. Mango Citron Rum offers a refreshing interplay of raw mango and zesty citrus. The Peach & Cherry Vodka stands out for its vibrant fruit character and aromatic finesse, while Saffron Vodka is positioned as a luxurious pour, marked by its golden hue and silky texture.

As part of its aggressive three-year roadmap for the region, Ochre Spirits aims to establish a robust distribution base across 700 to 800 premium outlets and strengthen its on-trade presence. The company has set a target to move 35,000 to 40,000 cases cumulatively across its rum, vodka, and upcoming categories. Royerr emphasised that the brandâ??s growth strategy is grounded in sustainable scaling, building consumer trust through craftsmanship, and delivering products that excel in both quality and shelf appeal.