

On Trade – A Key Focus Area

Luxury & Semi-Luxury portfolio Performance

45% growth over last year

- Key markets such as Delhi, Mumbai, Bangalore, Kolkata, Hyderabad, and 12 other markets have shown remarkable results
- Increased brand mix ratio for the luxury & semi-luxury portfolio

Exclusive Promotions

Nationwide campaign for Royal Ranthambore; PAN India Jaisalmer cocktail promotion

- Royal Ranthambore national consumer campaign was executed in 80 leading clubs and restaurants with dominant back-of-the-bar displays and on-ground campaign visibility for 90 days
- Jaisalmer cocktail promotion was executed nationwide for 30 days at 50 leading five-star hotel bars, cocktail-driven bars, and top trending outlets

Events & Collaborations

Strategic approach to associate with golf, polo, fashion, music and luxury brand collaborations

- Generated strong brand recall among high-end consumers by leveraging key occasions and premium collaborations including Diwali, Holi, New Year's Eve, Christmas, BMW Events, Madhav Rao Golf Tournament, Times Food Awards, Arijit Singh Concert, and more
- These events were held at prominent outlets including JW Marriott, Taj Hotels, The Oberoi, ITC, Indus Club Mumbai, DLF Golf Club, and Oxford Golf Club

Width of Distribution

Significant expansion in high-end Clubs, Hotels, and Restaurants

- Extensive progression on new outlet brands availability in leading five stars and resto-bars, e.g. ITC Maurya, Taj Palace, Crown Plaza, St. Regis, Le Meridien, Radisson, The Oberoi's, Swan, and Bo Tai across PAN India
- Plans for FY26 include targeting top 200 trending outlets, explore 100+ 5-star wedding banquets, 75 airport outlets

Exclusive Partnerships

Target marquee properties

- Placements in the Palace on Wheels - India's luxury tourist train and Oxford Golf Club, Pune – a premier golf destination
- Exclusive agreements with Radico Khaitan to enhance the presence, visibility, and activations of its portfolio