**PRESS RELEASE**

**TAJ COLLABORATES WITH DIAGEO INDIA TO UNVEIL - ‘GODAWAN SINGLE MALT, EXCLUSIVE TO THE PALACES OF TAJ’**

**MUMBAI, JULY 26, 2024: Taj**, the iconic brand recognised as the **World's Strongest Hotel Brand 2024** and **India’s Strongest Brand 2024** joins hands with **Godawan** to launch a limited-edition artisanal single malt. **‘Godawan Single Malt, Exclusive to Palaces of Taj’** is a batch of **300** bottles celebrating meticulous artistry and mindful luxury, available at **Taj’s grand palaces in Mumbai, Jaipur,** and **Hyderabad**.

Speaking on the launch, **Hina Nagarajan, Managing Director & CEO, of Diageo India**, said “With a shared vision of conscious consumption and mindful luxury, this partnership between Godawan and Taj stands as a testament to our continued progress on sustainability and conservation, while elevating luxury spirit experiences for our consumers. Building on our success with Godawan 100 collector’s edition, Godawan Exclusive for the Palaces of Taj is a purpose-backed whisky that is a reflection of Indian craftsmanship and luxury. It’s a piece of Indian heritage, soon to grace the Taj’s Grand Palaces in Jaipur, Mumbai, and Hyderabad.”

Rooted in luxury, **Godawan**, an exceptional Indian Single Malt, is named after and inspired by the majestic **Great Indian Bustard**. **‘Godawan Exclusive’** comes from the arid lands of Rajasthan, a unique creation with a story of Indian craftsmanship. With Godawan’s commitment to conserving the habitat of the Great Indian Bustard and IHCL’s ESG+ framework of **Paathya**, this launch strengthens their pursuit towards preserving and renewing natural ecosystems and communities that lie at the core of India’s heritage.

**Mr. Taljinder Singh, Senior Vice President & Brand Custodian, IHCL** said, “As custodians of India's storied heritage, Taj remains committed to preserving historical landmarks and championing the conservation of our natural ecosystems. This collaboration embodies our commitment to luxury with a purpose, ensuring that our actions today lay the foundation for a sustainable tomorrow."

Every purchase of this artisanal whisky contributes to the conservation of the critically endangered Godawan bird and its habitat in Rajasthan. Recognized with ‘Alliance for Water Stewardship Core Certification’ Godawan focuses on supporting local agricultural practices, promoting the adoption of solar energy and addressing water scarcity in Rajasthan.

Intrinsically bound with the country’s history, Taj has long been heralded as a purveyor of Indian heritage. With its presence in key historic destinations, the brand focuses on conserving India's architectural treasures. Adorned with the iconic ‘**Jaali**’ design, each **‘Godawan Single Malt, Exclusive to the Palaces of Taj’** bottle reflects the intricate beauty of Taj's grand palaces, offering an experience where time-honoured traditions and modern luxury converge, creating a masterpiece of an Indian Single Malt.

**About Diageo India**

Diageo India is among India’s leading beverage alcohol (alcobev) companies with an outstanding portfolio of premium brands. A subsidiary of Diageo Plc., it is listed in India on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) as United Spirits Limited (USL).

Headquartered in Bengaluru, Diageo India has one of the largest manufacturing footprints in alcobev with 36 facilities across India. It manufactures, sells and distributes Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell’s No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India, bringing together global expertise and local pride to deliver innovative, world-class products and experiences to consumers. With a strong focus on driving a positive impact on society, Diageo India has been working on collective action to improve livelihoods, championing Grain to Glass sustainability, responsible consumption and nurturing the alcobev ecosystem, to contribute to India’s growth agenda.

For more information about Diageo India, our people, our brands, and our performance, visit us at www.diageoindia.com. Visit Diageo’s global responsible drinking resource, http://www.DRINKiQ.com, for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.

**About The Indian Hotels Company Limited**

**The Indian Hotels Company Limited (IHCL)** and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include **Taj** – the iconic brand for the most discerning travellers and ranked as **World's Strongest Hotel Brand 2024** and **India’s Strongest Brand 2024** as per Brand Finance; **SeleQtions**, a named collection of hotels; **Vivanta**, sophisticated upscale hotels; and **Ginger**, which is revolutionising the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL has a portfolio of **326** hotels including **102** under development globally across 4 continents, 13 countries and in over 130 locations. The Indian Hotels Company Limited (IHCL) is India’s largest hospitality company by market capitalization. It is listed on the BSE and NSE.

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