

Godawan Artisanal Indian Single Malt Launches an Exclusive Triple Cask Expression for Global Travel Retail Markets

A milestone in innovation for the award-winning single malt, crafted for discerning global travellers

Bangalore, June 27th 2025 – Diageo India's award-winning artisanal single malt brand, Godawan, proudly unveils the launch of its latest expression, the Godawan Triple Cask Travel Exclusive, created exclusively for global travel retail. The new Godawan Triple Cask Travel Exclusive is now available at Dubai Duty-Free and is launching first in India exclusively at Bengaluru Duty Free, with rollouts planned at other Duty-Free locations across India throughout 2025.

Crafted at the Alwar distillery in Rajasthan, the expression draws inspiration from the region's intricate *jaali* woodwork — a symbol of finesse & artistry. The whisky is matured in ex-bourbon casks and finished in a rare combination of PX sherry, virgin oak, and cherry wood casks. Bottled at 46% ABV in a 700ml format, the result is a golden-brown liquid with floral and fruity aromas, a sweet and textured palate and a light, balanced wood finish. Priced at approximately INR 5,500, it is positioned as a refined travel companion — ideal for gifting or celebrating personal milestones on the move.

Commenting on the launch, **Vikram Damodaran, Chief Innovation Officer, Diageo India**, said - *"Godawan Triple Cask Travel Exclusive edition introduces a new dimension of flavour and depth while staying rooted in the mindful luxury and provenance that define the brand. This channel enables us to meet consumers at moments of discovery, where gifting, collecting, and connection converge. By creating expressions that are both collectable and culturally rooted, Godawan is positioning Indian whisky as a definitive voice of craftsmanship in the world's most connected spaces. For a brand shaped by terroir and storytelling, this format carries the spirit of Rajasthan to a global audience in a way that is personal, purposeful, and proudly Indian"*.

"We are proud to be the first travel retail destination to launch Exclusive Godawan Single Malt, Artisan whisky, a spirit that reflects India's evolving premium palate and craftsmanship. This exclusive showcases our commitment to offering discerning travelers rare and exceptional products at Bengaluru Duty Free."
David Grady, Country General Manager, Avolta added.

Travel retail has rapidly evolved into a strategic touchpoint for premium and craft spirits, driven by the resurgence of international travel and the growing appetite for unique, collectable experiences. According to the Grand View Research report, the global duty-free liquor market size was estimated at USD 7.49 billion in 2024 and is expected to grow at a CAGR of 10.2% from 2025 to 2030.

Praveen Someshwar, CEO & MD, Diageo India, added: "Airports have become high-impact brand discovery zones where travellers are more inclined to explore, gift, and trade up. In these moments of pause, consumers are driven by curiosity for the stories behind what they buy and seek out products that

reflect authenticity and craftsmanship. For emerging luxury brands, it offers high-impact visibility and access to a discerning global audience. The combination of premiumisation, limited-edition formats, and cultural storytelling has made travel retail a key channel for discovery and engagement, perfectly aligned with Godawan's terroir-led, craft-driven philosophy."

Launched in 2022, Godawan has quickly become one of India's most awarded single malts in recent times, celebrated for its craft, innovation, and terroir-led identity. Distilled in Alwar, Rajasthan, and matured in the region's extreme desert temperatures, Godawan is rooted in three core pillars: **craftsmanship, mindful luxury, and conscious consumption**. The brand offers five distinct expressions—ranging from light and floral to full-bodied fruits and spice, each showcasing a unique cask finish. Named after the critically endangered Great Indian Bustard, Godawan also champions conservation, with each bottle contributing to habitat preservation in Rajasthan. The Triple Cask Travel Exclusive marks a new milestone in this journey—blending rare casks, regional artistry, and collectible appeal to bring a distinctly Indian spirit to global travelers everywhere.

Website - <https://www.godawansinglemalt.com/>
Instagram - https://www.instagram.com/godawansinglemalt/?img_index=1

###

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.

Godawan Artisanal Single Malt Media Contact

Thasmai Mahesh | +9972091919 | godawan@theoutlierpr.com