

McDowell's & Co. Unveils X Series Vodka with Natural Flavours

Launches Orange, Green Apple, and Cranberry vodka natural flavours, now available across Rajasthan

Jaipur, 23rd October 2025: McDowell's & Co. is expanding its premium X Series range with an exciting new twist on vodka. Crafted with natural flavours for a crisp and refreshing taste, these variants bring a playful, vibrant spin to the vodka experience, perfectly in line with the X Series' ethos of engaging the young and spirited. The new flavours – Orange, Green Apple, and Cranberry, are now available across Rajasthan, offering a modern, elevated, and exciting drinking experience beyond traditional whiskies.

The X Series from McDowell's & Co. is crafted for the young and vibrant who embrace play and new experiences. Launched in November 2024, the X Series range is positioned to engage the next generation of consumers, offering a vibrant drink experience beyond traditional whiskies. The portfolio spans Dark Rum, Citron Rum, Vodka (Plain and Flavoured), and Gin, making it a versatile collection for every occasion.

Speaking on the launch, **Vikram Damodaran, Chief Innovation Officer, Diageo India** said, *"With the X Series Vodka Flavours, we wanted to redefine the vodka experience by crafting them with natural flavours, giving Orange, Green Apple, and Cranberry a crisp, refreshing, and vibrant taste. These variants are designed for those who enjoy a premium yet playful drink, offering a fresh and exciting alternative to traditional vodka."*

With the launch of Orange, Green Apple, and Cranberry flavours, now available in Rajasthan, McDowell's & Co. continues to redefine what vodka can be. The X Series combines premium quality with natural flavours, resulting in a smooth, lively, and refreshing drink that resonates with the young and spirited. These flavours are more than just vodka—they are an invitation to explore, celebrate, and enjoy life in a bold, flavourful way.

About Diageo India

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as 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. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 35 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. 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.