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Smirnoff Introduces Three Bold New Flavours Tailored for Indian Palates: Minty Jamun, Mirchi Mango and Zesty Lime

~ The world's No.1 vodka brings global credibility and local flavour to India's Gen Z & millennial drinkers ~

National, 16 July 2025: Smirnoff, the world's No.1 vodka, is set to shake up India's flavour landscape with the launch of three bold new variants – Minty Jamun, Mirchi Mango and Zesty Lime– created especially for the evolving tastes of modern India. Rolling out across Haryana, Karnataka, and Maharashtra, this vibrant new portfolio is a tribute to the cultural energy, diversity, and adventurous spirit of India's new generation of drinkers.

As social occasions shift from traditional gatherings to casual house parties, rooftop meetups, and "third space" hangouts, India's Gen Z and young millennials are rewriting the rules of how and why we raise a glass. Their palate is experimental and global yet deeply rooted in local flavour cues. The resurgence of cocktail culture – especially at home – is leading this transformation, as younger audiences seek out convenient, flavour-forward, and Instagram-worthy experiences that reflect their vibe.

Whether it's a fiery Mirchi Mango margarita, a Minty Jamun spritz with nostalgic flair, or a simple Zesty Lime soda pitcher, this new range unlocks versatile drinking possibilities – whether sipped, or mixed.

"We're seeing a clear shift in how young Indians approach their favourite spirits – they want global brands to build a stronger local connect that is fresh and premium and yet playful. With Minty Jamun, Mirchi Mango, and Zesty Lime we're not just offering new flavours, we're creating moments of discovery that are vibrant, social, and rooted in today's cultural codes," **said Ruchira Jaitly, CMO, Diageo India.**

Each flavour has been thoughtfully developed to reflect the mood and momentum of the modern Indian consumer:

- **Minty Jamun** is a throwback with a twist – evoking childhood nostalgia with a fresh, modern take.
- **Mirchi Mango** piques curiosity with a sweet-spicy punch inspired by India's love for heat and tropical fruit.
- **Zesty Lime brings** an easy-going zing that makes it a go-to for group occasions and cocktail starters.

The launch is anchored in the brand's new India-first campaign "Flavour is a Vibe" – a call to explore taste with freedom, fun, and community. Whether you're a cocktail tinkerer, a hipster on the move, or just vibing with friends – there's a Smirnoff flavour for your moment.

As India continues to embrace bold expressions and at-home mixology, Smirnoff's latest innovations are set to become staples at every celebration – big or small, traditional or totally new.

The exciting new flavours are currently available in Karnataka, Uttar Pradesh, Haryana and Maharashtra.

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.