

Diageo India Launches the All-New McDowell's No.1, Reimagining One of India's Largest Whisky Brands for a New Generation

A landmark reinvention in the brand's 125-year history, pairing an upgraded blend with extra Scotch and a bold new premium identity.

India, 25th September 2026: Diageo India has unveiled one of the most defining transformations in the Indian alcohol industry, showcasing how one of India's most iconic brands is evolving for a new generation and setting a new benchmark for the whisky category.

Far beyond a conventional packaging refresh, the reinvention pairs an upgraded blend with extra Scotch, retaining its traditional Scotch codes while modernizing them for a new generation, alongside a refreshed premium identity. The result is an evolved McDowell's No.1 that builds on over a century of trust and familiarity while setting a new benchmark for today's whisky consumers.

With over **30 million cases sold annually**, McDowell's No.1's transformation marks a pivotal moment for the Indian whisky category. As consumer preferences shift from value measured by price to value defined by quality, craftsmanship and experience, consumers are increasingly seeking whiskies that offer not just smoothness and refinement, but also social currency: a drink that fits effortlessly into moments of celebration and connection while signaling a step up in taste and status. McDowell's No.1 is responding to this evolution by helping redefine the mass premium segment, delivering elevated quality and craftsmanship without compromising the accessibility and inclusivity the brand has always stood for.

At the heart of the transformation is an upgraded blend: a fusion of select imported Scotch, Indian malts and premium grain spirits, matured in select oak and American barrels and blended across India and Scotland for extra smoothness. Validated through over **100 quality checks**, the liquid has a light and inviting aroma with notes of vanilla, gentle grain sweetness and mellow malt, complemented by subtle hints of matured wood and delicate sweet spice. On the palate, gentle sweetness layers with soft malty, woody and vanilla notes, leading to a clean, smooth finish with lingering hints of vanilla cream and delicate sweetness. Built on Diageo's global blending expertise, the new liquid retains the distinctive character that has made McDowell's No.1 one of the world's most loved whisky brands.

The transformation extends beyond the liquid. A redesigned bottle and contemporary visual identity bring a more premium, distinctive and aspirational presence to shelf, reflecting the elevated experience inside while signalling the brand's next chapter.

Commenting on the transformation, **Ruchira Jaitly, Chief Marketing Officer, Diageo India**, said, *"Today's whisky drinker is redefining value. It's no longer just about affordability, but also about quality, craftsmanship and experience. Socializing is at the heart of how India drinks, and consumers want a whisky they can proudly share with their circle, one that reflects who they are. We validated these insights with over 10,000 consumers across 11 markets, and we've evolved India's most iconic whisky brand for a new generation while preserving the trust, familiarity and leadership it has built over decades. This isn't just a relaunch, it's a blueprint for the future of India's mass premium whisky category, positioning McDowell's No.1 not just as a market leader, but as a brand shaping the future of the category."*

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 35 facilities across India. It manufactures, sells, and distributes Johnnie Walker, McDowell's No1, Black Dog, Black & White, Antiquity, Signature, The Singleton, Royal Challenge, Smirnoff, Greater Than, Don Julio, Tanqueray, Godawan, among others, 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.