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Icon Meets Icon: Johnnie Walker Luxe Blended Water x Virat Kohli Usher in a New Era of Keep Walking for a Billion Hearts

In a world obsessed with arrival, a high-energy campaign spotlighting a new definition of progress - the courage to keep evolving

National, 30th March 2026: What comes after success? For Virat Kohli, **and a new, self-driven India - the answer isn't just celebration. It's continuation.**

In a bold power-play where Icon meets Icon, Johnnie Walker Luxe Blended Water and Virat Kohli fuel the next era of the *Keep Walking* spirit - proving that even at the summit, the drive to move to keep evolving never fades.

For over two decades, Keep Walking has stood for progress. Today, that belief redefines for a generation that doesn't linger at milestones. The mindset has shifted - from chasing success to building beyond it.

At the heart of the campaign is a high-voltage reimagining of *"I Was Made for Lovin' You"* - the iconic anthem by KISS - recrafted by the Grammy winning artist YUNGBLUD, one of the most influential voices of a new generation. Fresh off his high-energy India tour, YUNGBLUD injects a raw, rebellious energy into the track—turning a global classic into a modern-day pulse of relentless drive.

The film moves to that beat. It captures Kohli in motion - playing his instinctive game, embracing the everyday as a father, building new ventures, and continuing to reshape himself on his own terms. Not defined by what he's achieved, but by what he chooses to do next.

Because for Kohli - and for a generation rewriting the rules - success doesn't slow you down. It raises the bar.

Speaking about the campaign, Virat Kohli said, *"For me, Keep Walking has always been more than a slogan - it's how I've lived. It's about the grit to define progress on your own terms, away from the noise. Real success isn't a trophy or a finish line; it's the internal fire to move beyond the applause. When you're driven by that kind of energy, the journey itself becomes the win. Every step, every stride - it all counts."*

Varun Koorichh, Vice President Marketing – Portfolio Head, Premium and Luxury, Diageo India, added, *"There's a clear cultural shift underway—young India today isn't chasing predefined milestones, but carving out paths of their own. This campaign captures that evolving spirit of "Keep Walking" through an iconic coming together of Johnnie Walker Luxe Blended Water and Virat Kohli. Working on this was a great experience. Watching Virat in his element—constantly evolving and pushing his own boundaries—brought a natural ease and energy to the shoot. That instinct to keep moving forward is exactly what this campaign celebrates."*

In a world that celebrates arrival, Johnnie Walker Luxe Blended Water shifts the focus to what comes after. Through Virat Kohli's journey, the campaign reflects a mindset that keeps building, exploring, and moving forward.

Because success isn't the finish line. It's where you begin again.

Keep Walking.

Watch the film [here](#).

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, 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.

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