



India Gets Iced: Smirnoff ICE Brings Exciting new Flavours to Social Occasions

The global ready-to-drink favourite launches across Goa, Bengaluru and Mumbai with two distinct expressions – Smirnoff ICE and Smirnoff ICE MAX.

India, 8th October 2026: Smirnoff ICE arrives in India with exciting new flavours and a vibrant identity, introducing an easy, refreshing ready-to-drink format designed for today's consumers. Rolling out across Goa, Bengaluru and Mumbai, Smirnoff's globally recognised offering is suitable for every social occasion, from casual outings and house parties to spontaneous plans with friends.

In line with Diageo's purpose of **"Crafting iconic drinks chosen for life's moments,"** the launch expands Smirnoff's RTD portfolio in India with a distinctive taste, giving consumers greater choice beyond traditional options such as beer.

The ready-to-drink category is among the country's fastest-growing segments, increasing 12% in volume versus last year. Smirnoff ICE taps into this momentum with a playful, flavour-led proposition backed by Smirnoff's global equity and a bold new identity.

Commenting on the announcement, **Ruchira Jaitly, Chief Marketing Officer, Diageo India**, said: *"India is evolving as a new generation seeks out fresh formats, new flavours, more spontaneous ways to socialise and explore new drinking occasions. Smirnoff ICE enters this space with easy, playful and flavour-forward propositions in tune with how Gen Z connects and celebrates today. Leveraging Smirnoff's global legacy in a vibrant new taste and format experience, we aim to make discovery more exciting, spark new social occasions and shape the brand's next chapter of growth in India."*

Looking Ahead

The launch reflects Diageo India's ambition to anticipate evolving preferences and shape the future of drinking through consumer-led innovation. Available in two expressions – Smirnoff ICE at 4% ABV and Smirnoff ICE MAX at 8% ABV – the portfolio caters to different preferences and moments. As the brand expands beyond its first-phase markets, it will continue to build relevance through engaging experiences and spontaneous social moments, taking the spirit of Smirnoff ICE to more people across the country.

About Diageo India (USL):

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, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Greater Than, Don Julio, J&B, 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.