J&B Non-Alcoholic Flavoured Carbonated Beverages Brings 'Smooth Operator' to Gurugram and Bengaluru with a Three-Day Supercar Motorcade

Led by J&B Non-Alcoholic Flavoured Carbonated Beverages, the 'Smooth Operator' activation brought together automotive culture, music and interactive experiences, celebrating rediscovery, self-expression and the connections that bring people together.

Gurugram / Bangalore, 26th October 2026: J&B Non-Alcoholic Flavoured Carbonated Beverage brought *Smooth Operator* to Gurugram and Bengaluru from October 23–25, 2026, translating the brand's bold, contemporary spirit into an immersive city-wide experience. Rooted in the idea that some things never lose their relevance and can be rediscovered in new ways, *Smooth Operator* celebrates individuality, self-expression and the connections that emerge when people bring their own perspectives to the mix.

At the heart of the activation was a striking supercar motorcade featuring a Porsche Boxster, Ford Mustang and Porsche Panamera. The cars travelled across prominent locations, including CyberHub, M3M IFC and Galleria Market in Gurugram, and UB City, Mall of Asia and Nexus Koramangala in Bengaluru, bringing J&B Non-Alcoholic's distinctive personality to the streets.

Extending the experience beyond the motorcade, music, flash mobs, emcee-led engagements, interactive challenges, Giant Jenga and photo opportunities invited people to participate, connect and experience the brand in new ways. Select venues also featured non-alcoholic mocktails prepared using J&B Non-Alcoholic Flavoured Carbonated Beverage in the flavors Cherry Cola and Green Apple Ginger Fizz, while QR-led activities offered additional opportunities for engagement. Together, these experiences brought the spirit of rediscovery to life, finding fresh ways to engage with familiar interests, shared moments and the culture around us.

Through *Smooth Operator*, J&B Non-Alcoholic brings its vibrant, unconventional identity into contemporary social spaces, celebrating the idea that what deserves another look can find renewed relevance in the present. The initiative reflects a belief that the past need not stay in the past; with the right perspective, some things are always worth rediscovering.

Watch highlights from the Smooth Operator activation here:
https://www.instagram.com/p/De4fVa1NV_H/