Johnnie Walker Unveils Johnnie & Co IP for India; Announces Charlie Puth's India debut at Flagship festival

Spanning music, fashion and sport, Johnnie & Co kicks off with the announcement of its inaugural festival on Saturday, 13 February 2027, at Mahalaxmi Racecourse, Mumbai.

Mumbai, 20th November 2026: Johnnie Walker Luxe Blended Water announced the launch of Johnnie & Co., its flagship IP for India. The platform brings together live experiences and creative collaborations, anchored by the Johnnie & Co. flagship Festival, to be headlined by American singer, songwriter and record producer Charlie Puth in his first-ever performance in India, with globally renowned artist Ellie Goulding also performing.

Johnnie & Co is rooted in Johnnie Walker's enduring philosophy of Keep Walking – a belief in moving forward, exploring possibilities and embracing what lies ahead – brought to life through Sport, Music and Fashion, each opening up a different world of culture and self-expression, and bringing together communities across diverse passions, perspectives and pursuits.

At the heart of the platform is the belief that evolution is at the intersection of different worlds and communities. The 'Co.' lends itself to collaboration and community, and is a space where musicians, designers, athletes, creators and fans connect, discover new perspectives and inspire one another. As these passions intersect, opportunities for unexpected connections and new cultural expressions arise. The flagship festival is just the beginning. Through 2027, Johnnie & Co. will continue to bring this alive through Music, Sport and Fashion – in a series of experiences and collaborations, celebrating the spirit of individuality, discovery and collective progress.

"At Johnnie Walker, we have always believed that the intersection of diverse passions and perspectives in culture shaping platforms brings people together towards creating a better future. Johnnie & Co. is our platform for fueling this movement in India. Johnnie & Co is big and bold in its ambition and encompasses the interests of our multi-hyphenate consumers, who move freely between varied interests like music, sport and fashion, coalescing under the philosophy of Keep Walking. The Johnnie & Co. Music Festival is envisaged as a defining expression of this vision, bringing together global icons and India's most exciting talent to create a shared cultural experience." – **Ruchira Jaitly, Chief Marketing Officer, Diageo India**

The Johnnie & Co. Festival

True to Johnnie Walker's Keep Walking spirit, the festival brings the platform to life, with global stars sharing the stage with India's most exciting new acts. Produced and promoted by Team Innovation and powered by HSBC, the festival will be ticketed exclusively on BookMyShow.

Charlie Puth, the Grammy-nominated singer, songwriter and producer behind "Attention", "We Don't Talk Anymore" and "See You Again", will perform in India for the first time. His new album, *Whatever's Clever!*, is out now.

“I’ve heard so much about the energy of Indian fans, and I’m really excited to finally be performing in India for the first time. Music has always been about bringing people together, and I can’t wait to experience that with everyone in Mumbai. I’m looking forward to being there on 13 February, playing some of my favourite songs and being part of a night that celebrates the energy and connection that live music creates.” – **Charlie Puth**

Joining him as main support act is the BRIT Award winner Ellie Goulding, known for “Love Me Like You Do”, “Burn” and “Lights”, along with curated roster of India’s sharpest indie talent, including Kayan, Taba Chake, Mali and Gini, with additional artists slated to be announced in the coming weeks.

“We are excited to partner with Johnnie Walker Luxe Blended Water to bring the first edition of the Johnnie & Co Festival to Mumbai. With Charlie Puth headlining and Ellie Goulding as the main support act, alongside an exciting mix of global and Indian talent, we’re looking forward to creating a world-class live music experience. Mahalaxmi Racecourse, one of Mumbai’s premier venues for large-scale concerts and some of its biggest international shows, provides the perfect setting to bring over 35,000 fans together for a day of great music and shared experiences.” – **Mohit Bijlani, Founder, Team Innovation.**

Sport is already taking shape as one of Johnnie & Co.’s key passion points, kicked off with a partnership with 7Padel by MS Dhoni, part of the PadelPark India ecosystem, with an exhibition match featuring Ibrahim Ali Khan and Rhea Chakraborty. The partnership will see the brand present across select 7Padel clubs and courts, as well as its annual calendar of Americano-format tournaments. More collaborations across music, sport and fashion will be announced in the coming months.

Tickets

Tickets go on sale in three windows, exclusively on BookMyShow:

Sale	Dates
HSBC pre-sale	Mon 23 – Tue 24 November 2026
General sale	From Wed 25 November 2026

Festival at a glance

Festival	Johnnie & Co. Festival
Date	Saturday, 13 February 2027
Venue	Mahalaxmi Racecourse, Mumbai
Headliner	Charlie Puth (first-ever India performance)
Main support act	Ellie Goulding
Also performing	Kayan, Gini, Mali, Taba Chake and more
Produced & promoted by	Team Innovation

Co-Powered by	HSBC
Ticketing partner	BookMyShow (exclusive)
Entry	Age limit as per Maharashtra excise rules