

# THE 1ST COMMENTED READING NOTE BY DR PATOCHE

## INDIAN WHISKY ON THE WORLD STAGE!

« **Amrut Distilleries jumps to 27th place in 'World's Most Admired Whiskies' list by Drinks International** », published in [The Economic Times](#)

### INDIA AND ITS 2 CATEGORIES OF WHISKIES

The Indian spirits market is the world's largest consumer of "whisky," but it is historically split into two realities.

On the one hand, there is the vast majority of local spirits, often called **IMFL (Indian Made Foreign Liquor)**. The majority of these whiskies are made from molasses and/or neutral grain spirit. They are **not compatible with the European (and Scottish) legal definitions of whisky**, but dominate mass consumption thanks to their affordable price. They **cannot be sold in Europe** under the appellation "whisky."

On the other hand, since the 2000s, a new category of high-end spirits has emerged: **Indian single malts** conforming to the strictest European standards. The rise of these national brands is an indicator of the increasing power of Indian quality on the world stage.

It is in this context that the article from *The Economic Times* is framed, highlighting a symbolic victory for this "premium" industry: the ranking of the [Amrut](#) distillery among the most admired "European compatible" whisky brands in the world.

### SYNTHESIS OF THE ARTICLE

The article, published on **September 3, 2025**, by the **ET Online** editorial team of the Indian economic daily *The Economic Times*, announces the remarkable progression of **Amrut Distilleries** in the annual ranking of the **World's Most Admired Whiskies** established by **Drinks International**.

The Bangalore distillery indeed reached the **27th position**, a significant advance after holding the **43rd and 40th positions in 2023 and 2024**.

The Managing Director, [Rakshit N. Jagdale](#), welcomes this international recognition. Being in the **world's top 30** is, for him, a moment he qualifies as **historic for Indian whisky**. He sees in it the confirmation that India is now taken seriously on the global single malt stage, a domain previously largely dominated by Scotland.

The article places this performance in a broader context: the **rise of Indian whisky**. [Amrut](#) and [Paul John](#) are presented as the pioneers of single malt in India, joined in recent years by newer producers such as [Indri](#), [Kamet](#) or [Rampur](#). Major international groups are also participating in this dynamic with local brands such as [Godawan](#) (Diageo) or [Longitude 77](#) (Pernod Ricard).

Finally, the paper recalls an essential particularity of maturation in India: the heat leads to a **very high annual evaporation**, often **exceeding 10%**. This phenomenon explains why Indian single malts rarely display an age statement on the label, unlike Scottish whiskies, whose angel's share hovers around 2 to 3%.

#### **In Conclusion: Between the prestige of export and domestic reality...**

The success of Amrut and the rise of its "European compatible" Indian single malts is an **image victory** that targets above all the **export market** and a **domestic elite** with high purchasing power.

However, it is essential to keep in mind the reality of the Indian market. The majority of the population simply **does not have access** to these "high-end" products whose prices remain high. This is where the entire usefulness of local "**non-European compatible**" spirits (**IMFL**) lies.

Although their composition is far from Western criteria, **these beverages remain the preferred choice of millions of Indian consumers**. They fulfill a **vital social and economic function** by offering a common and affordable consumer product.

Ultimately, Amrut's performance establishes India as a quality player on the international scene, without erasing the parallel, and much more voluminous, dynamic of local whiskies that continue to structure the daily life of the domestic market.

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