



## Tilaknagar Industries Ltd. Unveils Its First Luxury Brandy - Monarch Legacy Edition

*From the creators of the iconic Mansion House Brandy, Monarch Legacy Edition is the only 100% pure grape brandy made from Indian and French grape spirits*

**Mumbai, November 28, 2024** – Tilaknagar Industries Ltd. (TI), India's top-selling brandy company and a name synonymous with excellence in spirits, announces the launch of **Monarch Legacy Edition**, its first foray into the luxury brandy segment. Founded in 1933, TI has shaped the Indian brandy landscape over the past four decades with iconic offerings like Mansion House Brandy, the world's second-largest-selling brandy. Monarch is the culmination of the company's 90-year legacy and is the only luxury 100% pure grape brandy that blends French and Indian grape spirits, celebrating a unique confluence of Indian and French culture.

This exquisite blend marries French grape spirits, aged up to 8 years, with fine Indian grape spirits from the Sahyadri region of Maharashtra. Located in Shrirampur, near India's wine capital of Nashik, the distillery — helmed by the Dahanukar family for nearly a century — draws on decades of distilling wisdom and expertise to showcase Indian brandy in a new light.

Monarch is a blend of matured French and Indian grape spirits, both distilled using coal-fired copper pot stills, which are a hallmark of French Cognac craftsmanship. The French grape spirits have been matured for a period of up to 8 years in French oak casks, lending the liquid-rich layers of dried fruits, spice, and a complex fruity character. Maharashtra's warm climate further intensifies the extraction of nuanced flavours during the maturation of Indian grape spirits, giving Monarch a distinct depth and character that sets it apart among Indian brandies.

*"Brandy is India's second most-consumed spirit category, yet it remains under-recognised in the luxury segment. As leaders in brandy with decades of experience and many successful brands under our cap, we wanted to redefine this perception. The launch of Monarch marks a bold step towards elevating Indian brandy to a global benchmark, echoing the remarkable success of Indian whiskies and gins on the world stage," said **Amit Dahanukar, Chairman and Managing Director of Tilaknagar Industries Ltd.***

The name Monarch draws inspiration from royalty. The bottle is shaped like a rounded decanter with an intricate pattern of radiating ridges that fan out from the centre. Inspired by royal chalices, the symmetry of the ridges catches and refracts light, complementing the rich amber hues of the liquid inside. At the heart of the bottle is the distinctive golden metal shield-shaped label. To complete the look of the packaging, the bottle is encased in an intricate box depicting ancient emperors, offering a refined and regal experience that reflects the grandeur of the liquid.



"Monarch embodies a sense of royalty and sophistication, which we wanted to bring to life with this luxurious brandy," said **Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries Ltd.** "As Indian consumers increasingly seek refined drinking experiences, we anticipate brandy's rising popularity - both as a neat pour and within the evolving cocktail culture. Monarch is crafted to embrace this shift, aiming to redefine brandy's image and expand its appeal across India and globally."

Tilaknagar Industries Ltd. has been the fastest-growing IMFL company for the past two consecutive years. This expansion into the luxury category is part of a broader strategic focus on premiumisation. Tilaknagar Industries Ltd. continues to shape India's evolving spirits landscape with a portfolio spanning brandy, whisky, rum and gin. According to a report by Euromonitor International, brandy is the second most-consumed drink in the Indian alcoholic beverage market, with a market share of more than 20%.

#### **Monarch Legacy Edition Tasting Notes**

- **Aroma:** Rich grape and fruit aromas, hints of apple, nutmeg, and subtle tobacco.
- **Taste:** Gentle sweetness transitioning into creamy oak and indulgent dried fruits.
- **Finish:** Lingering notes of cinnamon, peach, and clove reminiscent of Cognac.

#### **Product Details**

- **ABV:** 42.8 %
- **Size:** 750 ml
- **Price:** INR 6750 (Maharashtra)

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**About Tilaknagar Industries Ltd.:** Tilaknagar Industries Ltd. (TI) is one of the leading IMFL manufacturers in India. Founded in 1933 by Shri Mahadev L. Dahanukar as Maharashtra Sugar Mills, the company was then engaged in the manufacture of sugar and allied products. TI now has 90 years of excellence in the consumer goods category. The Dahanukar family continues to be the promoter of TI sharing the same vision and values as the founders. Under the current leadership of Shri Amit Dahanukar, the company has grown to be the largest manufacturer of premium brandy in India. Its portfolio comprises of two 'Millionaire' brandy brands, Mansion House and Courier Napoleon. The launch of Monarch Legacy Edition, Tilaknagar Industries' first super-luxury brandy, marks a significant step into the luxury spirits market for the company. TI has a presence in whisky, rum and gin categories through Mansion House Whisky, Madiraa Rum and Blue Lagoon Gin. Website: <https://www.tilind.com/>

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