



GODAWAN
SINGLE MALT
artisan whisky

*Diageo India Introduces Godawan 100, a Collector's-Edition Artisanal Single Malt, Celebrating the Great Indian Bustard
Encourages Mindful luxury and Conservation of Our Heritage*



Pic credit: Butterfly Cannon

India, 20 May 2023: Meticulously crafted by Diageo India, the artisanal Single Malt Whisky, Godawan, draws inspiration from its provenance. It embraces the profound Rajasthani ethos of cherishing beauty in scarcity while championing sustainability. The arid climatic conditions observed in Godawan contribute to a heightened "Angel's share" phenomenon, imparting an extraordinary flavour profile that enthralls the senses. To enhance its allure further, this exceptional whisky undergoes meticulous maturation in carefully selected casks infused with Indian botanicals.

Godawan, from Diageo India, country's leading beverage company, introduced Godawan 100, a bespoke 100-bottles-batch of collector's edition Single Malt, that pays homage to the Great Indian Bustard, popularly known as Godawan, on its first anniversary. The bird was once a ubiquitous sight across India but has now dwindled to just a little over hundred in number. Every single addition to the Godawan flock counts, and the brand is working wholeheartedly for the environmental conservation and ecological preservation of the bird.

Godawan 100 marked the occasion with select patrons who are committed to the cause of Godawan at Alila Fort, Maharawal Chaitanya Raj Singh, the 44th King of Jaisalmer, known for his conservation efforts of the local heritage, joined in the celebration. The one-day immersive experience offered 30 guests a glimpse into the story of Godawan, accompanied with the sounds of Nagadas, besides an evening of four-course culinary experience and a sewan-seed making conservation activity. The brand also partnered with Amit Pasricha, the renowned photographer whose platform "India Lost & Found" pays an ode to timeless Indian monuments, once forgotten and now waiting to be rediscovered. Just like Pasricha and India Lost & Found call for the preservation of our heritage, a reminder of India's beautiful past, so does the rare and exclusive Godawan 100 collection, for the



conservation of Godawan birds. The attendees of the grand product unveil were given exclusive Amit Pasricha prints as a memento.

Godawan 100 is also an ode to the local Bishnoi community's tireless work towards the conservation of the Godawan bird, once in the running to be the national bird of India. Each bottle of Godawan 100 is unique, with a bespoke label that has a distinctive image of the bird. The case for each bottle has been mindfully crafted from old, bourbon casks that were once used for the maturation of the liquid.

Shweta Jain, Chief Business Development Officer: Luxury, Reserve & Craft – India and South Asia, Diageo India, said, "In a world where discerning luxury consumers seek more than just premium products, Diageo India offers a holistic experience that embraces sustainability and responsible consumption. At the heart of it lies a deep appreciation for our rich heritage and a steadfast commitment to preserving it for future generations. In this spirit, we proudly present Godawan 100 that embodies our values of mindful consumption and social consciousness."

Expressing his thoughts on the launch, Vikram Damodaran, Chief Innovation Officer, Diageo India, said, "Godawan 100 is a remarkable artisanal single malt with the raison d'être of conservation of an endangered species. Each bottle is unique with a distinctive image of the bird, and the cases have been created from old, discarded casks. The liquid captures the exceptional essence of Rajasthan. We are proud to partner local communities to conserve Godawan and invite our consumers to join us in this journey of responsible consumption and mindful luxury."

"Godawan 100 celebrates not only the rich flavours of Rajasthan but also showcases Diageo's unwavering commitment to the conservation of the Great Indian Bustard. It is inspired by the authentic spirit of the desert and therefore, close to my heart, because Rajasthan is a true example of beauty in scarcity and conserving whatever nature gives us. We hope to ignite meaningful conversations about the importance of preserving this iconic bird and environmental conservation," said **Maharawal Chaitanya Raj Singh, the 44th king of Jaisalmer on the launch of Godawan 100.**

"Just as India Lost & Found works tirelessly to raise consciousness about India's forgotten past, Godawan 100 hopes to drive the conservation about nearly extinct Godawan birds. We have been trusted with truly remarkable geo-cultural legacies, and they are worth preserving. Godawan 100 is an exemplary example of mindful luxury that seeks to change the world for the better," said **Amit Pasricha, renowned photographer, and Founder, India Lost & Found.**

Godawan 100 offers a unique and immersive experience that celebrates the heritage, culture, and flavours of Rajasthan, which the Great Indian Bustard and the artisanal single malt call home. The launch of Godawan 100 showcased the brand's dedication to mindful luxury and the efforts to create a positive impact on society and the environment.



About the liquid:

- Double matured in American Ex Bourbon and European Oak Casks
 - Made from Indian six-row barley
 - Matured at Alwar 101-Degree F

Dark amber liquid, with a sweet and creamy palate that has an intense richness of fruits and grapes.

This collector's edition whiskey's essence is aligned with Diageo India's commitment towards Society 2030: Spirit of Progress Plan. Last year, the company released its maiden ESG Index, which highlighted the multiple initiatives undertaken by the company during the year. These include the creation of a water replenishment capacity of 4,62,182 Cu.M annually and 84,000 litres of potable drinking water per day under its Water, Sanitation and Hygiene (WASH) programme. The company is working to replenish more water than it uses in water-stressed sites across its operating locations in India through reforestation, wetland restoration, desilting ponds and rainwater harvesting.

About Diageo India

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo Plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, The Singleton, Royal Challenge, McDowell's No1, Smirnoff, Ketel One, Tanqueray, Captain Morgan and Godawan, an artisanal single malt whisky from India. Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3000 employees, 39 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre. Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. 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.

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