



## THE STORY OF GODAWAN, THE BIRD, AND THE ARTISANAL SINGLE MALT WHISKY IT INSPIRES

Diageo launches Godawan, its artisanal single malty whisky, set to redefine the world of sustainable, modern & conscious Indian luxury



Godawan, the Great Indian Bustard, a regal, majestic avian... once found all over India, is now nearing extinction, and finds its last refuge in Rajasthan.

Rajasthan, a land of stark contrasts... an arid land of extremes which envelops within it some of the harshest weather conditions. However, culturally, it also preserves and conserves with delicate care and passion everything that exists on its land – whether it is the fauna such as Godawan, its flora such as barley, its innovation in the form of step wells, or its people – known across the world for their thriving, colourful and intricate arts & craft.

The flourishing and world-renowned arts and craft of Rajasthan, such as sandstone and marble art, are a testament to “beauty in scarcity” and crafting exceptional things of beauty from what nature provides.

Godawan, Diageo India’s artisanal Single Malt Whisky, is crafted in, its provenance inspired by, and dedicated wholeheartedly to this Rajasthani ethos – of beauty in scarcity, and sustainability. The heat of over 100°F combined with six-row barley, that requires lesser water, helps create a whisky with an incredible depth of flavour, and a rich and complex character. The aridity means the “Angel’s share” is higher than average in Godawan – leaving behind a whisky with stunning taste profiles, which are finished in special casks selectively curated with Indian botanicals.

We proudly call ourselves “The Spirit of the Desert” – the spirit of Rajasthan with its culture, people and ecology which permeates in the character and flavour of our liquid. With Godawan, we doff our hats to the artisans and the innovators who are defining modern Indian luxury that is sustainable, that is ecologically conscious, and truly nurturing of the land it comes from.



Speaking about Godawan, a Single Malt which will change the way world perceives Indian whiskies, Shweta Jain, Chief Business Development Officer, Diageo, says, “When it comes to premiumization, we, at Diageo India, believe in constant disruptions to up the ante. We believe that our consumers deserve better. We also know that modern affluent Indians are looking for luxury that makes them feel rooted and enriched. Godawan is a product borne out of this belief. It will help our consumers discover an Indianness hitherto unknown – rich and meaningful. Godawan – the spirit of the desert – will redefine the way Indian single malts are perceived globally with its truly world-class story and flavour.”

Vikram Damodaran, Chief Innovation Officer, Diageo India, says, “Godawan, Diageo India’s innovation in artisanal single malt whisky, is proof that India is the next emerging destination for quality single malts as well as artisanal craft spirits. Each bottle of Godawan can be traced back to a cluster of barley farms in Rajasthan, ensuring transparency and authenticity of the product and gets its provenance from extreme temperatures which lend it a rare & subtle complexity, and a unique taste. The whisky is not just a testament to the region’s craftsmanship and ingenuity, but also commitment to sustainability and preservation of the land it comes from – and it begins with the Great Indian Bustard.”

Godawan is a labour of love, for our roots, for our heritage, for our land. And it is the embodiment of our commitment – to the conservation of the Great Indian Bustard, and to our communities of artisans and craftspeople. With only a few Great Indian Bustards left in the world, every bottle we make contributes to the conservation of this exquisite bird.

Godawan, The Spirit of the Desert. A story waiting to be told.

Our unique whisky-making process involves:

- Slow-trickle distillation from locally sourced six-row barley
  - Uniquely matured at temperatures reaching 100°F
- Finished in special casks selectively curated with Indian botanicals

Godawan will be available in Rajasthan and Delhi to begin with and will then be subsequently available in the rest of India. It will also be available in Dubai from April onwards.

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