

Ochre Spirits accelerates national expansion across South and West India

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In a major step toward its national growth ambitions, Ochre Spirits, one of India's fastest-growing artisanal spirits brands, has launched its portfolio in Pondicherry as part of a broader expansion drive across South and West India. Following its

strong foundation in Goa, the Pondicherry debut marks the first milestone in this phase, with Karnataka and Maharashtra next on the roadmap. This expansion underlines the company's intent to scale its presence across 25 cities in India over the coming years, strengthening its position as a next-generation leader in the premium craft alcohol segment.

Launched in 2023, Ochre Spirits has quickly emerged as a disruptive force in India's evolving alcohol landscape. The brand's rise has been fueled by the growing demand from millennials and Gen Z consumers seeking authenticity, craftsmanship, and modernity in their drinking choices, marking a cultural shift from conventional, mass-produced spirits toward artisanal experiences.

Currently offering a distinctive range of rums and vodkas, including the acclaimed Nutty Berry Rum, Mango Citron Rum, Peach & Cherry Vodka, and Saffron Vodka, the company is now expanding its portfolio to include whisky, agave spirits, and gin, cementing its position as a multi-category craft beverage house built on innovation and premium quality.

John Royer, Founder of Ochre Spirits, said, "Our expansion into Pondicherry marks the beginning of a decisive new chapter for Ochre Spirits as we deepen our footprint across South and West India. With Karnataka and Maharashtra next in line, this phase reflects a strategic play to establish Ochre as one of India's most forward-looking craft alcohol companies. We're not chasing scale for the sake of it, we're building a future-ready house of brands rooted in creativity, consumer insight, and quality."

Ochre Spirits' entry into Pondicherry represents more than a regional launch; it marks a defining moment in the brand's journey to build a multi-category, counter-culture alcohol house that challenges conventional industry norms. With an eye on nationwide presence across 25 cities, the company is charting a new path for the Indian spirits story, one rooted in artistic rebellion and modern innovation.