

Tilaknagar Industries Relaunches Mansion House Flandy with Bold New Identity

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Asia's first flavoured brandy returns with a refreshed avatar, bringing a vibrant, flavour-forward proposition



Tilaknagar Industries Limited (TI), one of India's leading alcoholic beverage companies, announced the relaunch of Mansion House Flandy Orange, Asia's first flavoured brandy, in Andhra Pradesh. Building on the successful relaunch in Telangana in May earlier this year, the move marks another step in TI's strategy to establish Flandy as a contemporary, flavour-forward brand with a distinct identity.

Created as an innovative extension of the iconic Mansion House franchise, Flandy reimagined brandy by blending its richness with vibrant fruit flavours. With this relaunch, the brand enters its next chapter, evolving from a product extension into a standalone brand with a youthful, spontaneous and contemporary personality.

"Consumers today are increasingly looking for brands that bring something new to familiar categories. With Flandy, our ambition is to make brandy more contemporary, approachable and experience-led without losing the richness that defines the category. The refreshed identity reflects this evolution, giving Flandy a distinctive voice that resonates with a new generation of consumers while strengthening its own brand equity. Following the encouraging response in Telangana, we're excited to bring this new chapter of Flandy to Andhra Pradesh," said Ahmed Rahimtoola, Chief Marketing Officer, Tilaknagar Industries.

The refreshed identity gives Flandy a more distinctive visual voice, moving away from its earlier association with the parent Mansion House Brandy. The new avatar features a sleek, modern bottle, vibrant visual language and contemporary typography, with Flandy taking centre stage while Mansion House remains the brand anchor.

The relaunch is anchored in the proposition "Meet Flandy, the Flavour of Now", representing a shift from an emotion-first narrative to a more product-led proposition. The new communication puts Flandy and its flavoured brandy credentials at the heart of the story, while retaining the broader philosophy of "Welcome the Now", encouraging consumers to embrace spontaneity, new experiences and the moment.

Flandy has been developed to tap into the growing preference for flavour-forward spirits, cocktails and new drinking experiences, while creating a differentiated space for flavoured brandy. The new Flandy Orange brings a zesty orange flavour to the brandy experience, offering a more vibrant and contemporary interpretation of the category. The brand is available in 750ml, 375ml and 180ml pack sizes. The Flandy portfolio includes Orange and Lemon (White Brandy), and the brand is currently available across Telangana, Andhra Pradesh, and Puducherry.