



Inside HS Oberoi Spirits

Brands, markets, and momentum

Building Momentum

STRENGTHENING NATIONAL PRESENCE

Hardys, a flagship brand within the Vinarchy portfolio—formed in 2025 through the merger of Accolade Wines and Pernod Ricard Winemakers—continues its journey in India with HS Oberoi Spirits. As part of a global wine company focused on evolving consumer experiences and accessibility, Hardys is steadily building its presence in the Indian market. Now available across 10 key states, the brand is moving from initial discovery to consistent consideration, strengthening both consumer familiarity and trade engagement. This phase is not just about expanding reach, but about establishing relevance across diverse markets—each with its own pace of adoption and preference.



Tasting Experiences

CURATED TASTINGS

We are introducing a more immersive, on-ground approach to brand discovery—where wines and spirits are not just presented, but experienced in context. These curated tastings are designed as intimate, feedback-led engagements, bringing together consumers and trade to interact with brands more meaningfully. The focus is on giving brands a real sense of the Indian market—its palate, pace, and preferences—while creating a more considered pathway for long-term growth. This approach has already been initiated with select experiences for Vallepiciola wines across Delhi and Goa.



New Launch

YAKSHA WHISKY & SALTY NERD VODKA NOW IN HARYANA

Blisswater Industries in partnership with H S Oberoi Spirits, has launched Yaksha Whisky and Salty Nerd Vodka in Haryana, marking a strategic expansion into a fast-growing premium market.

Yaksha Whisky blends aged Scotch malts with Indian malt spirits, offering a smooth, layered profile with a subtle smoky finish. Salty Nerd Vodka, a bold, flavour-forward range, is available in Classic, Salted Caramel, Mint, and Cola variants, crafted for a younger, expressive consumer.

Varna Bhat, Founder & CEO, Blisswater Industries, said, "Haryana is an exciting market with consumers increasingly open to premium, well-crafted spirits. Yaksha and Salty Nerd reflect two distinct expressions of our philosophy well suited for all consumers."

Manveer Singh Oberoi, H S Oberoi Spirits, added, "Indian spirits are seeing strong momentum, with consumers actively seeking quality and character—both brands are well placed to grow in this market."



On Ground in Scotland

EXPLORING GLOBAL PARTNERSHIPS

Our founder, Manveer Singh Oberoi, was part of a business delegation with Scottish Enterprise—engaging with distilleries, exchanging perspectives, and exploring potential collaborations aligned with the evolving Indian market. These interactions offer a closer understanding of global craft and production, while opening up opportunities for partnerships that are both relevant and scalable within India's growing spirits landscape.



On a Cultural Stage

SPONSORING INTERNATIONAL CULTURAL PLATFORMS

HS Oberoi Spirits was honoured to sponsor the 108th Independence Day of the Republic of Estonia, held at Le Méridien New Delhi, where we presented Saku beer as part of the evening's celebration.

Engagements such as these highlight the role of beer and spirits as cultural connectors—bringing together diplomacy, community, and shared experiences in a meaningful setting.



www.hsoberoispirits.com



+91-9811624442



BTP Centra 1, Fifth Floor,
Baharampur Naya, Sector 61,
Ghata, Haryana 122098