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Rockford whisky maker Modi Illva eyes Rs 2,000 cr revenue by 2026, ramps up premium play with Singhasan

Modi Illva India, buoyed by a 55% CAGR, aims for Rs 2,000 crore revenue by 2026, driven by premium Indian-made liquor demand. Their flagship whisky, Rockford, boasts a 78% CAGR, expanding into tier 2 and 3 towns. The company is launching Singhasan, a super-premium Indian whisky, to rival imported Scotch, capitalizing on evolving consumer preferences and confidence in local craftsmanship.



Anurag Sharma · ETRetail
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Abhishek Modi, Executive Director, Modi Illva India

New Delhi: **Modi Illva India**, the maker of **Rockford whisky** and Artie Vodka, is aggressively targeting a revenue of Rs 2,000 crore in 2025-26 as it accelerates expansion in India's premium and super-premium alcohol segments, a company's top official told ETRetail in an interview.

The company ended 2024-25 with Rs 1,500 crore in revenue, marking a significant leap in its trajectory, fueled by rising consumer demand for premium **Indian-made liquor**.

The company's flagship portfolio under the House of Rockford—which includes Rockford Reserve and Rockford Classic—has clocked an impressive 78 per cent CAGR, making it one of the fastest-growing national whisky brands, the official shared.

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Overall, **Modi Illva** has maintained a 55 per cent CAGR, underscoring robust growth across categories, he added.

Abhishek Modi, executive director of Modi Illva, shared, "Now, the company is doubling down on the premiumisation trend with the launch of **Singhasan**, its new super-premium Indian whisky aimed at the Rs 1,500–Rs 2,500 price bracket." Positioned to rival imported Scotch labels like 100 Pipers, Teachers, and Black & White, Singhasan is fully Indian-made—a deliberate move to capture the shifting preferences of aspirational, quality-conscious Indian consumers.

"We believe today you don't need Scotch to make a quality product," said Modi. "Indian consumers have evolved. They're proud of homegrown excellence—and **Indian single malts** have laid the foundation for this acceptance."

India's fashion-forward Gen Z and millennial shoppers are more informed, experimental,



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Developed over two years, Singhasan is already seeing encouraging traction from early-launch markets like Goa, Odisha, and Haryana. A broader rollout is now planned post the upcoming state excise policy cycles.

The broader premium IMFL segment, especially whisky, continues to drive the company's growth. Whisky accounts for nearly 65 per cent of India's alcohol consumption, with strong demand in states like Haryana, Uttar Pradesh, and Delhi, where Rockford already has a deep presence. Newer markets like Maharashtra and West Bengal are showing accelerating momentum.

Rockford, which competes with Blenders Pride and Signature, is now present in 20 states and is increasingly penetrating tier 2 and 3 towns, a shift Modi attributes to the changing aspirations of India's emerging consumers.

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"What was a tier 1 phenomenon a decade ago is now strongly visible in tier 3 markets. Smaller towns are driving serious demand," he said.

Modi Ilva is also aligning its distribution and marketing strategies to match this demographic shift, particularly focusing on strengthening its Maharashtra presence—one of its fastest-growing territories.

Singhasan's rollout strategy includes a premium-focused retail and bar presence. Modi emphasized that the super-premium segment is no longer niche. "This category is now a 5-6 million case segment and available across 80 per cent of India's premium retail outlets. Our focus is ensuring tertiary movement and consistent shelf visibility," he said.

With plans to deepen penetration in high-growth states and push its Indian super-premium whisky narrative, Modi Ilva is betting that evolving tastes and rising confidence in local craftsmanship will fuel its next phase of growth.

"The Indian consumer today is more experimental, values quality, and is open to Indian brands competing with global names. That's the big shift we're tapping into," Modi noted.

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