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Triveni Engineering & Industries expands IMFL portfolio to Delhi

Launches Premium and Super-Premium Whisky Brands: Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky

By **Sanjiv Das** | December 23, 2025



Triveni

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Triveni Engineering & Industries (TEIL) enters Delhi's vibrant spirits market with the launch of Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky. With this expansion, TEIL strengthens its footprint in the premium and super-premium whisky segment, catering to the evolving palates of Millennials and Gen Z, with blends that promise refined, memorable experiences for every occasion.

Bharat Gandhi, Vice President & Head Operations (IMFL), Triveni Engineering & Industries, added, "Delhi is not just a market, it is the benchmark for every serious alcobev player in India. With the launch of Matsya Gold Reserve Blended Whisky and The Crafters Stamp Grand Reserve Blended Whisky, we are introducing blends and brands that embody authenticity, craftsmanship, and superior quality. This launch marks a decisive step in Triveni's journey to reshape the premium and super-premium whisky landscape. Our goal to establish ourselves as the brand of choice for old and new generation of whisky drinkers who seek elevated experiences and uncompromising taste."

Akash Premsen, Vice President (Strategy), Triveni Engineering & Industries, said, "The introduction of Matsya and The Crafters Stamp into Delhi's Indian Made Foreign Liquor (IMFL) market marks a significant milestone in our journey. This move connects us with one of India's most dynamic markets for whisky. These brands represent years of dedication and craftsmanship, designed to offer consumers modern, innovative products while moving beyond the conventional choices. Our focus on excellence has always been at the heart of what we do. We look forward to a new generation of customers being
delighted by what Triveni has to offer."

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