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Magic Moments sold 3.25 million cases in India after flavored vodka demand surged

Radico Khaitan said its vodka brand grew 43% in the first quarter and now holds an estimated 60% market share

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Radico Khaitan said its Magic Moments vodka brand sold 3.25 million nine-liter cases in the first quarter of 2026, a 43% increase from 2.2 million cases in the same period a year earlier, as flavored vodka continued to gain ground in India.

The Indian spirits company said the brand crossed one million cases in each month of the quarter, a pace it described as a milestone for both Magic Moments and the broader vodka segment in the country. The company also said Magic Moments holds an estimated 60% share of India’s vodka market.

The result adds to a strong recent run for the brand. In 2025, Magic Moments sold 8.2 million cases, up 14.6% from 2024, according to company figures. The brand was also listed as the world’s seventh-largest vodka label last year in The Brand Champions 2026 report.

Radico Khaitan is tying much of that growth to changes in drinking habits among younger legal-age consumers in India, along with wider interest in cocktails and white spirits. The company said flavored vodka has become one of the main engines of category growth and now accounts for more than 65% of vodka volumes in 2026.

That shift has helped shape product development. Last year, Magic Moments introduced its Flavours of India range, aimed at local tastes and regional ingredients. The line included an Alphonso mango expression and a Thandai-inspired vodka made with milk, saffron, rose petals, almonds, pistachios, mint and black pepper.

Abhishek Khaitan, managing director of Radico Khaitan, said the company sees the change in consumer demand as structural rather than temporary. He said Radico had invested early in flavor-led innovation, premiumization, consumer engagement and brand building to capture that opportunity.

The company argues that India remains an underdeveloped vodka market when compared with global consumption patterns. Radico Khaitan said vodka accounts for 28%-30% of global spirits consumption, while its share of India’s Indian-made foreign liquor market remains below 5%. For producers and distributors across the beverage business, that gap is being watched closely because it points to room for further expansion in one of the world’s most important growth markets for spirits. If demand for flavored vodka keeps rising at this pace, it could affect production planning, inventory management, logistics and distribution partnerships well beyond a single brand.

Magic Moments’ performance also matters because it offers a clearer measure of how quickly consumer preferences are moving inside India’s spirits market. A sustained rise in flavored expressions could encourage more investment not only from vodka makers but also from other drinks companies looking at adjacent categories where innovation and local flavor profiles may help win share.

Radico Khaitan has been broadening its ambitions across spirits. Earlier this year, the company approved the creation of a Scotch whisky division that will be wholly owned by the group. Its portfolio also includes Rampur Indian single malt, Sangam whisky, Jaisalmer Gin, The Kohinoor rum, The Spirit of Kashmyr and D’Yavol Spirits.

For now, the strongest signal from the latest quarter is that vodka still occupies a relatively small place in India’s overall spirits market even as one brand posts rapid gains. That combination of low penetration and fast volume growth is likely to keep attention on how Indian consumers respond to new flavors, premium offerings and

changing drinking occasions over the rest of the year.