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Indian-made spirits widened their lead over imports at Delhi Tourism stores

IMFL sales rose 8.0% to 44.7 million bottles, compared with 2.6% growth for imported liquor.

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Sales of Indian-made spirits at stores managed by Delhi Tourism rose much faster than imported liquor in the 2025/26 fiscal year, according to official data obtained under India’s Right to Information law and reported by The Economic Times.

The figures show that Indian-made foreign liquor, or IMFL, sales increased to 44.7 million bottles in 2025/26 from 41.4 million bottles in 2024/25. That was an increase of 3.3 million bottles, or 8.0%. Over the same period, sales of imported spirits rose to about 2.33 million bottles from roughly 2.272 million bottles, an increase of about 58,000 bottles, or 2.6%.

The gap between the two segments widened during the year. In 2024/25, domestic brands sold about 18.2 times the volume of imported spirits at these outlets. In 2025/26, that multiple rose to 19.2 times. The growth rate for IMFL was 5.4 percentage points higher than the rate for imported liquor.

The data covers bottles sold through Delhi Tourism’s retail network in the Indian capital. The network includes 233 stores and 1,013 brands. The figures do not represent the full liquor market in Delhi or India, and they do not include private retailers or outlets run by other operators.

The numbers point to continued demand growth for spirits in this part of the market, with most of that increase coming from locally made products. Imported liquor still posted positive growth, but at a much slower pace, which reduced its relative position within the Delhi Tourism network.

Taken together, total sales across the two categories rose to about 47.03 million bottles in 2025/26 from about 43.67 million bottles a year earlier. That means nearly all of the additional volume sold during the year came from domestic products. IMFL accounted for roughly 95.0% of bottles sold in 2025/26, while imported spirits made up about 5.0%. In the previous fiscal year, IMFL represented about 94.8% and imported spirits about 5.2%.

The term IMFL covers a broad group of spirits made in India, including whiskey, rum, gin, vodka and other categories produced locally. The available data does not provide a category-by-category breakdown and does not include revenue figures, pricing trends or brand-level sales.

The Economic Times cited a PTI report based on an official response obtained through an RTI request. The report was dated September 28. The figures provide a snapshot of consumer purchases at one public retail network in Delhi, where domestic spirits

remained the clear driver of sales growth during the latest fiscal year.