



## **Absolut pays tribute to India with 'Absolut India Limited Edition'**

Designed by India, for India

**New Delhi, June, 2015:** ABSOLUT, the world's most iconic vodka announced the launch of its first ever '**ABSOLUT India Limited Edition**'. The India Limited Edition features artwork by young creative mind Shaheen Baig from Mumbai. The design captures the spirit of ecstatic chaos and brings alive the vibrant, multifaceted nation that is India.

Absolut India edition is now available in Travel retail in DFS Mumbai and DDFS New Delhi.

As a brand known for its creative collaboration and promoting art and creativity, ABSOLUT is thrilled to celebrate India - the country of diverse culture, tradition and colours.

The limited edition bottle features design influenced by the art from the rich cultural heritage of India of the 18<sup>th</sup> century

The flavour for ABSOLUT India is inspired from tropical summer fruit – Mango and master of spice – Pepper. It's smooth and mellow with a well-balanced spiciness making it a perfect vodka for refreshing summer drinks

*ABSOLUT India is a tribute to a multicultural and rich artistic heritage of India and to its people. The winning design was crowd sourced from India. With this launch ABSOLUT has continued its trendsetting tradition of artistic collaboration says Sumeet Lamba, Executive Director – Business Development at Pernod Ricard India*

Mr Kartik Mohindra, Business Head – International Brands at Pernod Ricard India said, *"ABSOLUT has built a strong association with art and creativity in a very short time in India with its collaborations with leading artists like Anish Kapoor, Subodh Gupta, Vikram Seth and Bharti Kher. Launch of ABSOLUT India is our way of celebrating all that this multi-faceted country has to offer – be it culture, heritage, people, history, colours, etc."*



Sharing her thoughts behind the design, Ms Shaheen Baig said, *“I am delighted to be a part of the rich creative heritage of an iconic brand. India is a beautiful colourful cocktail – a mix of interesting ingredients. This is what I endeavoured to showcase through my design with all things Indian; rich heritage, diversity, liveliness, warmth and colour.”*

The Absolut Limited Editions have predominantly been designed by renowned artists, but with the India edition, Absolut decided to reach out to the local talent and creative minds in India to design the ‘Absolut India Limited Edition’ and become a part of history. The brand received some extra ordinary designs from various artists and creative minds across the country. The design entries were judged by prominent creative personalities from different fields in India. The final selection was made on basis of parameters such as; idea capturing essence of India, style, creativity, boldness and popularity of design through online voting.

**About Absolut:**

ABSOLUT Vodka is the world’s most iconic vodka. For over 30 years, Absolut Vodka has collaborated with the creative world and the collection today comprises more than 800 works from artists such as Andy Warhol, Francesco Clemente, Louise Bourgeois, Rosemarie Trockel, Angus Fairhurst, Jan Saudek, Béatrice Cussol & Anish Kapoor.

In the late 1980s, ABSOLUT® VODKA launched its “Cities” advertising campaign with a wink and a nod to the intrinsic flare and historical heartbeat of what makes each city special. In 2007, the brand brought the “Cities” campaign to life with the launch of ABSOLUT® NEW ORLEANS, followed by – ABSOLUT® LOS ANGELES in 2008, ABSOLUT® BOSTON in 2009, ABSOLUT® BROOKLYN in 2011, and many others. The next one in this esteemed series of limited edition is ABSOLUT INDIA.

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