

CCI approves the acquisition of Business of production, bottling, marketing and sale of alcoholic and other beverages under the 'Imperial Brands' (Target Business) by Tilaknagar Industries Limited (TIL/Acquirer).

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The Competition Commission of India has approved the acquisition of Business of production, bottling, marketing and sale of alcoholic and other beverages under the 'Imperial Brands' (Target Business) by Tilaknagar Industries Limited (TIL/Acquirer).

The Proposed Combination involves the acquisition of Target Business currently owned by Pernod Ricard India Private Limited (**PRIPL/Seller**) by TIL.

The Acquirer is a player in the Indian made foreign liquor (**IMFL**) space. It has a wide range of brands across the IMFL segment (brandy, rum, whisky, gin, and vodka).

The Target Business is engaged in production, bottling, marketing and sale of alcoholic and other beverages under the Imperial Brands as conducted by PRIPL and involved in the sale of whisky under the Imperial Blue brand in India and various countries outside India.

Detailed order of the Commission will follow.

NB/AD

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