

GOA

THE HOUSE *SAMSARA* X  masters'
union

Consulting Challenge

Beyond the Gin

Scaling Samsara into a globally relevant House of Indian Spirits

Executive Summary & Context

The Industry – Crowded, and Getting More So

India's gin market is worth ~\$687 million in 2026, headed toward \$959 million by 2034 – and premium/luxury gins already make up 45% of that value (IMARC Group Report, India Gin Market). Urban drinkers are moving toward craft, India-rooted gins over imported ones. But a recent India-UK trade deal just cut gin import duties from 150% to 75% (IMARC Group Report), making it easier for global brands to compete here too.

The Company – Samsara's Story So Far

Founded by Aditya Aggarwal and distilled in Goa, Samsara became one of India's first new-age craft gins – 11 botanicals, hemp included, developed with the Bombay Hemp Company. Tilaknagar Industries has since raised its stake from 10% to 20% (~₹23.9cr invested), as revenue grew 164% and volume 86% YoY (The Spirits Business). Samsara now sells in 10+ Indian states and exports to the UAE, UK, Canada and Singapore.

11

botanicals

10+

Indian states

4

export markets (UAE,
UK, Canada, Singapore)

Problem Statement

Transforming Samsara from a gin brand into a house of Indian spirits

SAMŚĀRA has built strong consumer pull and brand equity as one of India's leading new-age gin brands. As the company expands across geographies, price points and categories, how can SAMŚĀRA evolve from being perceived primarily as a gin brand into a globally relevant House of Indian Spirits - while preserving the distinctiveness, cultural relevance and desirability that built the brand in the first place?

Student teams must develop recommendations across two pillars:

Category & Portfolio Strategy

What comes after gin and rum, in what order, and how each stays recognisably "Samsara."



Global Market Strategy

How Samsara's story, pricing and positioning should adapt as it moves from Indian shelves to international ones.

Submission Guidelines

Transforming Samsara from a gin brand into a house of Indian spirits

Presentation Format	Submit your deck as a PDF presentation.
Slide Limit	Not to exceed 5 slides, excluding the annexure.
Evidence-Based Recommendations	Support recommendations with relevant data, research, assumptions or frameworks.
Practicality	Solutions must be realistic, implementable and create measurable business impact.
Clear Communication	Concise, structured, visually clean slides. Avoid excessive text.
Original Work	All submissions are original team work. Cite any external sources or data used.
Naming Convention	Save your file as TeamName_Samsara_ODC.
Submission & Communication	Submission forms will be shared separately. All communication related to submissions will be conducted via WhatsApp groups.

