

# SUNTORY

NEWS RELEASE – No.14621 (2024.6.27)

---

## Suntory Holdings Establishes Suntory India

Tokyo, JAPAN (June 27, 2024) – Suntory Holdings today announced the establishment of Suntory India Private Limited, which aims to cover corporate functions required to build a firm business foundation and accelerate growth in its existing spirits business and establish opportunities for soft drinks as well as health and wellness businesses in the Indian market. The new company will commence its operations in July.

“We are delighted to unveil a new base of Suntory Holdings in India, a country with a large population and a rapidly growing economy,” said Tak Niinami, President & CEO of Suntory Holdings. “India is a remarkably attractive market and a key geopolitical player on the global stage, with strong cultural and economic ties with Africa, the Middle East, and Asia. Together with our spirits business, Suntory Global Spirits, we will enhance our presence as a multifaceted beverage company in this vital market by supporting our soft drinks and health & wellness businesses to build foundations in India through investments and partnerships.”

Suntory India will be headed by Managing Director, Masashi Matsumura with its office located in DLF Cyber City, Phase II, Gurgaon, Haryana.

### **About Suntory Group**

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196, The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, as well as popular health and wellness product Sesamin EX.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.9 billion in 2023. Its 41,511 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

DRINK  SMART®