

SPIRITED LUXURY



Craftsmith

R I C H , B O L D & E F F O R T L E S S L E S S L Y B A L A N C E D

*Welcome to the world of intoxicating luxury, crafted for the sophisticated palate
of the new & suave India. Our top-shelf brands of fine liquor offer you an
unparalleled experience in the red-hot romance of the spirit.*



Craftsmith

KNOW THE BRAND

Craftsmith started with the aim to bring home the taste of uber-luxury to the discerning millennials, who have inspired us to craft India's most ambitious high-end line of spirits for the world. Blending traditions with modern craft and backed with an exceptional team spirit, we assemble hand-picked ingredients to create luxury products, instilling passion and excellence.

Every step, right from the selection of special finish scotch malts to bottling and packaging, is a labour of love in order to explore a completely new language of spirited sipping experience. We take pride in following an uncompromising knack for the highest industry standards and our committed & accomplished team of in-house master-blenders and mixologists.

Our selection features the ultra-premium Kilburn – a luminous gold whiskey in classic and Platinum variants that explode with creamy notes of medium- sweet sherry at the first swill. Trek, India's first VS certified rum, is a bold experience in tropical fruity notes with warm oaky undertones, while STUBBS is a 5X filtered platinum Vodka in its purest classic flavour.

Boldly spreading its presence across the Indian geography, Craftsmith has launched its brands across Goa, Punjab, Odisha, Delhi, & Jharkhand, with strategically located bottling units in Punjab & Goa and Odisha.





OUR BRANDS

KILBURN
KILBURN

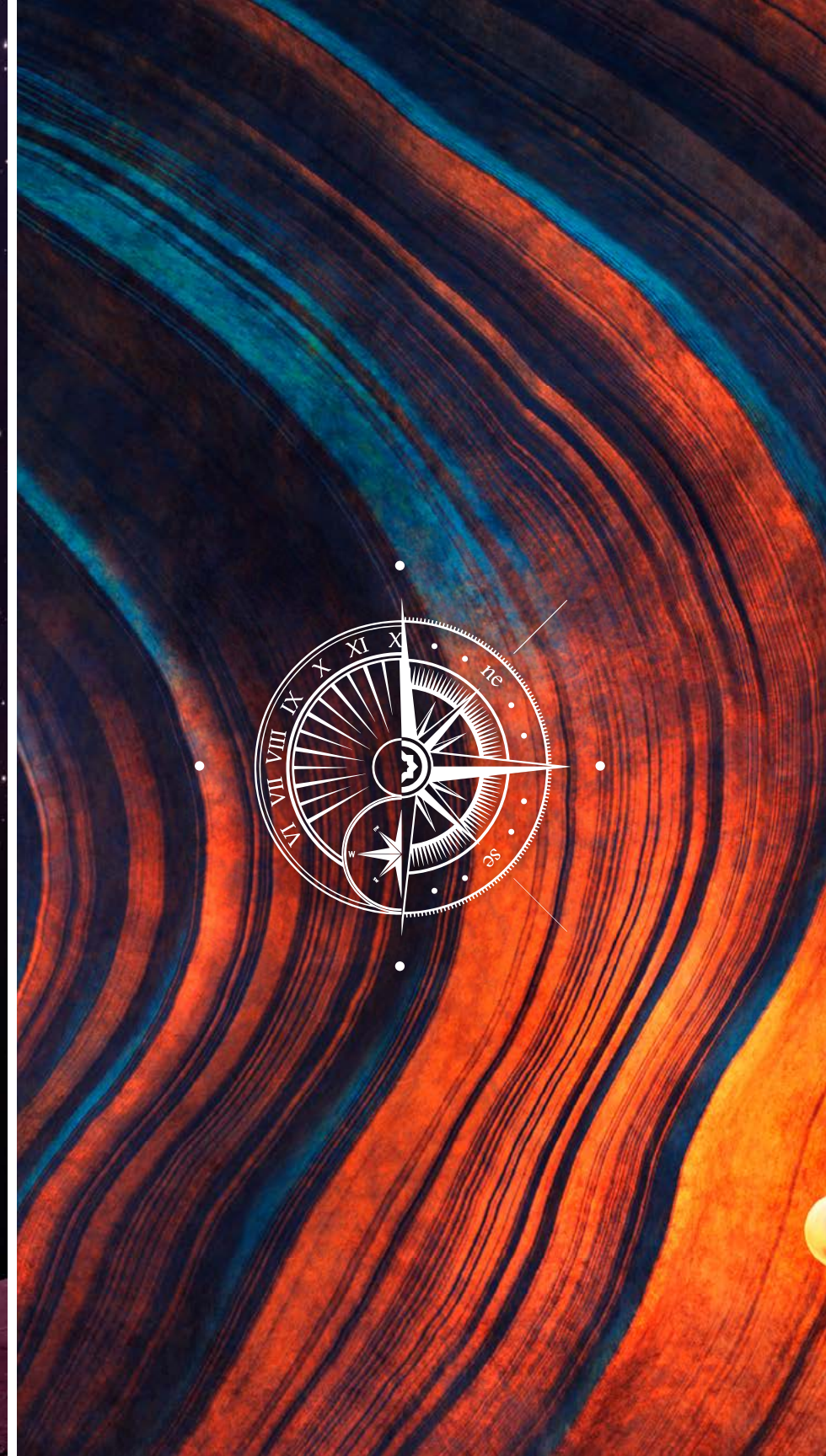
KILBURN
KILBURN

◆ PLATINUM ◆

TREK

FOUR *by* FOUR

STUBBS





A drop of eternity curated in a rare blend of aged scotch malts and Indian spirits.

KILBURN

THE TASTE *of* TIME

*Dominant sweet, malty &
savoury notes with a
smoky aftertaste
for “The Thinkers”*

Time cannot be heard, felt or tasted yet has the strongest influence in our way of living. We all aspire to enjoy a parallel universe which is a great knit and labyrinth of time. Sometimes a little different and at times a little twisted. A product of parallel consciousness, our inherent vibrant universe coming together and this infinite self that we possess is restored in every drop of this divine creation. We call it Kilburn Classic.



750 ML



500 ML



250 ML

AVAILABLE SIZES



KILBURN
KILBURN
◆ PLATINUM ◆
— GLOBAL AGE —
INDIAN LUXURY WHISKY
BLEND OF AGED SCOTCH MALTS & FINEST INDIAN GRAIN SPIRIT
THE TASTE OF TIME
750 ML • 42.8% V/V • 75° PROOF





A drop of eternity curated in a rare blend of aged scotch malts and Indian spirits.

KILBURN

PLATINUM

Mellow and malty, with a sweet oaky flavour for “THE BOSS”

Kilburn Platinum is the ultimate youthful expression of Kilburn, the soul of timeless legion. It is a celebration of our spirit of innovation, with each ingredient being a myriad of complex flavors imparting a distinct character unique to us. Hand selected intensely different styles of grain and malt whiskey that are initially aged in ex-bourbon and Sherry barrels, are married together by our master blender.



750 ML



500 ML



250 ML

AVAILABLE SIZES





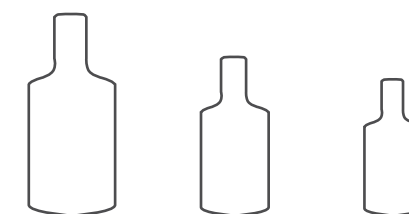
A luxurious blend of aged Caribbean and Indian rum spirits with notes of tropical fruits and berries.

TREK

TO EXPLORE

*Smooth fruity notes from a
balanced influence of two types of
casks for “The Explorer”*

A dream of enlightenment, a step of
salvation, a trek for exploration. A
harmonious, well rounded finesse in
taste and rich mouth feel invigorates
the freedom of thought, ideas and
imagination. Experience an unseen,
untasted, balanced & crisp character
with every sip, handcrafted for the one
who plays to explore, imagines to explore,
serves to explore and breathes to explore.

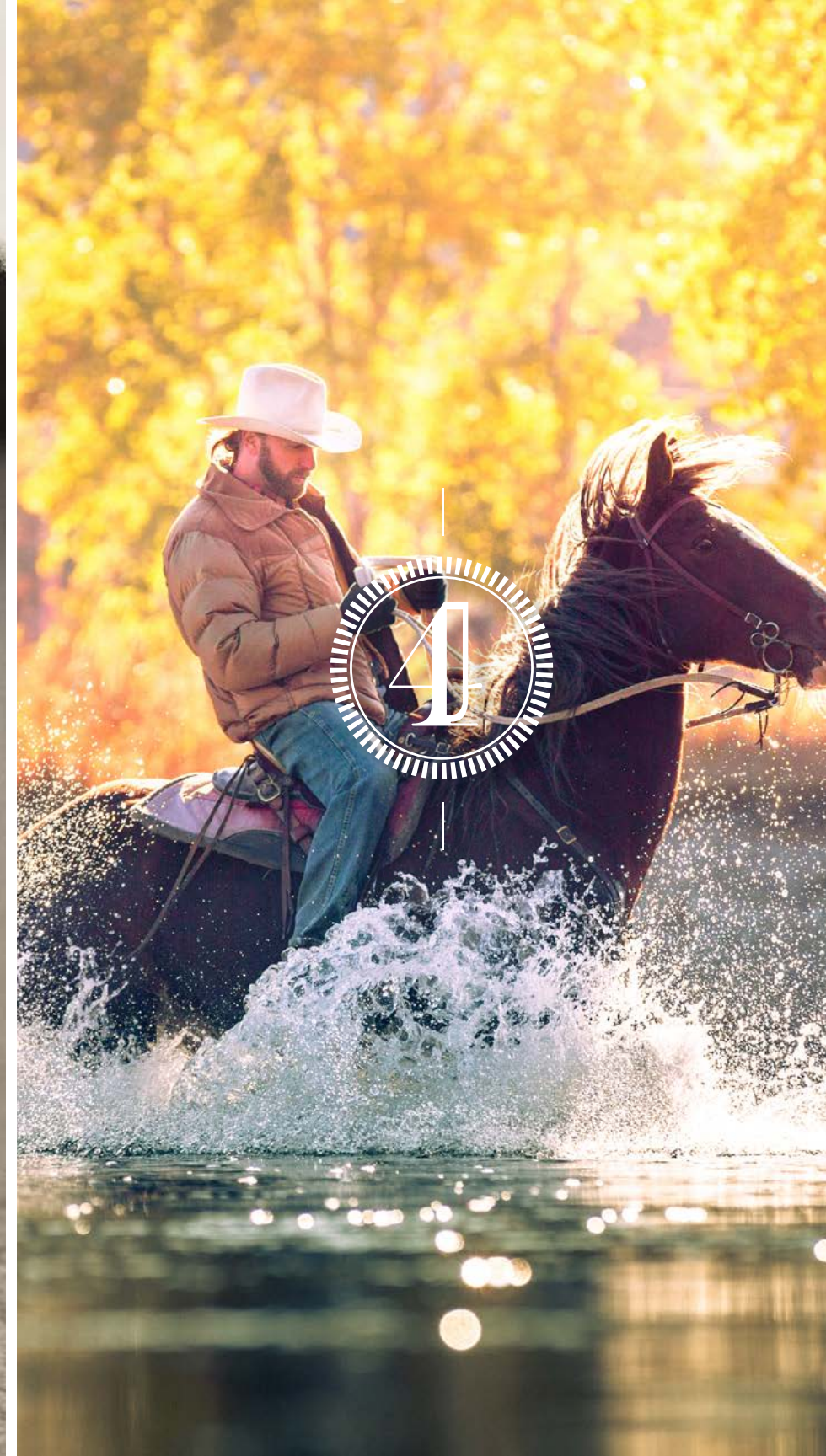


750 ML

500 ML

250 ML

AVAILABLE SIZES





Medium-sweet, malty with sherry, honey and spicy notes

**FOUR
BY
FOUR**

FREE SPIRITED

*Medium-sweet, malty with
sherry, honey and spicy notes
for “The Free-spirited”*

A fine spirit with a consistent and harmonious blend, four by four is a complex myriad of fine aged spirits married together to perfection. Every drop enthuses a malty & savoury note with a cue of smoky aftertaste is a result of an undoubted passion and dedication overseen by our master blender.



750 ML



500 ML



250 ML

AVAILABLE SIZES

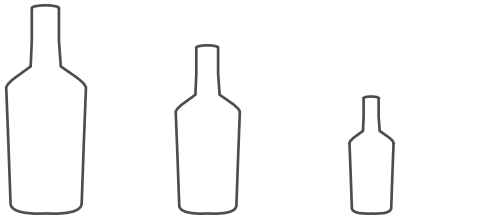


STUBBS

THE TRENDSETTER

*Five times distilled premium
vodka to be enjoyed on the rocks
or mixed in a cocktail
for “The Trendsetter”*

The austere neutrality of something as pure as a snowflake is what adds to the distinctive character of this 5X platinum filtered premium Vodka. With balanced notes of smoothness on the palate, unburdened by the alcoholic heat, it is a classic spirit for a connoisseurs of drinks on the rock and cocktail lovers alike.



750 ML 500 ML 250 ML

AVAILABLE SIZES



Five times distilled premium vodka to be enjoyed on the rocks or mixed in a cocktail

OUR CORE TEAM

Craftsmith



**RICHA
SINGLA**

Creative Marketing &
Communications Lead

*Creative Marketing & Communications
Lead*

Trained design professional from Central Saint Martins, London with a specialization in interior design. A communications virtuoso with a knack for building brands through bold, engaging and impactful marketing strategies.



**MANISH
SEIGELL**

CEO - Craftsmith India

*Veteran Business & Sales Management
Leader*

Experienced C Suite industry veteran with an outstanding record in leading sales and management, Manish enjoys an accomplished career in providing strategic and operational leadership to United Breweries and other top league liquor, tobacco and chemical companies.



**MOHIT
SINGLA**

Founder & MD

*Seasoned Entrepreneur and Global Trade &
Public Policy enthusiast*

A creative entrepreneur with a passion to create new enterprises. Having travelled across the globe he enjoys special interest in international Trade & development economics as founder chairman of Trade Promotion Council of India.



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