



INDIA'S FASTEST-GROWING CRAFT LIQUOR BRAND

Co-Founded by Prabhat Sharma (CEO) & Rohit Saxena (COO)

India's Next Iconic Liquor Brand Is Here

Feline Spirits is rewriting the rules of the ₹4.5 lakh crore Indian liquor industry.

Where others see tradition, we see transformation — bringing together craft heritage, millennial energy, and a brand-first approach to scale.

Crafted by a third-generation master blender, our spirits are tailored for Indian palates and modern shelves.

Backed by bold packaging, precision pricing, and a fiercely execution-driven team.

This isn't just a liquor company.

This is India's craft-led liquor movement.

Traction & Milestones

Live in 9 States | 2,600+ Retail Counters.

5 Scalable Brands – Whisky, Vodka, Brandy.

Presence in CRPF Canteens, Top Malls, & Retail Chains.

UAE Exports initiated | SKUs ready for international shelf.

Profitable at Unit Level in Key Markets | Lean backend, high-margin model.

The Opportunity

India's young consumers look for newness.

Feline captures this demand with:

Fast-moving SKUs built for discovery & trial.

Bold, differentiated identity in a market of lookalikes.

Disruptive shelf visibility & modern packaging.

A brand-first engine run by leaders who get today's consumer.



Meet The Founders

Prabhat Sharma – CEO

Marketing MBA | Ex-Financial Consultant

Drives growth, capital, and scale strategy. Known for building tight, high-performance teams with sharp focus on execution, brand, and profitability.

Rohit Saxena – COO

Specialist in Advertising, PR & Communications.

Leads brand voice, culture, and storytelling — turning every Feline product into a narrative consumers want to share.

Together, they bring a balance of rigor and creativity, creating a startup that's both capital-efficient and culture-first.

Now Raising ₹8 Crores

@ ₹150 Cr Valuation

Backed by Inflection Point Ventures.

Funds being deployed for deeper distribution, retail scale-up, and brand acceleration.

Let's Build Together

If you believe India deserves its next global liquor brand,

We're ready to talk.

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