



Cyril Amarchand Mangaldas advises Pernod Ricard on the proposed sale of its Imperial Blue business division to Tilaknagar Industries Limited

July 28, 2025, Mumbai: Cyril Amarchand Mangaldas (CAM) acted as the Indian legal counsel to Pernod Ricard India Private Limited in a landmark transaction involving proposed sale of its 'Imperial Blue' business division to Tilaknagar Industries Limited. CAM provided end-to-end legal support to the client on the transaction.

This sale strengthens Pernod Ricard India's portfolio, enabling the business to fully tap into premiumization trends and support sustained, profitable growth. The transaction was announced on July 23, 2025. Closing remains subject to the approval from the Competition Commission of India, and is expected to occur within the coming months.

The **General Corporate team** of Cyril Amarchand Mangaldas advised on the transaction. The transaction team was led by **Akila Agrawal**, *Senior Partner*, **Mukul Sharma**, *Partner*, and **Neham Tayal**, *Partner*, with support from **Rudraksh Durrani**, *Principal Associate*, **Nishant Tiwari**, *Associate*, **Diya Narag**, *Associate*, **Devarshi Mohan**, *Associate*, and **Avni Srivastava**, *Associate*.

Swati Sharma, *Partner & Head – Intellectual Property*, **Revanta Mathur**, *Partner* with support from **Sannat Chandna**, *Principal Associate- Designate* and **Akshit Singla**, *Associate* assisted on the intellectual property related aspects of the transaction.

Pranav Sharma, *Partner*, and **Meeta Kurpad**, *Partner*, with support from **Manasvin Andra**, *Associate* assisted on the financing aspects of the transaction.

Vijay Chauhan, *Partner*, with support from **Rajat Sharma**, *Senior Associate* and **Kartik Agrawal**, *Associate* advised on competition law related aspects of the transaction.

Ashish Jain, *Partner*, with support from **Siddharth Iyer**, *Principal Associate* assisted on real estate aspects of the transaction.

Bishen Jeswant, *Partner*, with support from **Akash Mishra**, *Principal Associate*, and **Rachita Shah**, *Associate* advised on the employment law related aspects.

About Cyril Amarchand Mangaldas

Cyril Amarchand Mangaldas (CAM) is India's leading law firm with a global reputation of being trusted advisers to its clients. The Firm advises a large and diverse set of clients, including domestic and foreign commercial enterprises, financial institutions, private equity and venture capital funds, start-ups, government and regulatory bodies. The Firm's generalists, specialists and senior ex-regulators expertly guide clients across a spectrum of transactions, sectors and regulations. With over 1100 lawyers including 220 Partners, the Firm is a full-service law firm with offices in key business centres at Mumbai, Delhi-NCR, Bengaluru, Ahmedabad, Hyderabad, Chennai, GIFT City, Singapore and Abu Dhabi.

The Firm has been named "Law Firm of the Year 2025" and consistently recognised as "Best Overall Law Firm" by the IBLJ Indian Law Firm Awards. It received "National Law Firm of the Year: India" at the IFLR Asia-Pacific

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Awards for the second consecutive year in 2023 and 2022 and “Innovation in Advancing Markets” award at the FT Innovative Lawyers Asia Pacific 2022 Awards. The Firm also won “India Deal Firm of the Year” at the ALB India Awards and “Firm of the Year” at the IFLR1000 India Awards in 2022.

For further information please contact:

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