

Ricard India said, "Festivals are the perfect occasions for the youth to infuse with their unique style & energy and create memories to cherish for years to come, and of course, to Live it Large. True to the brand ethos, our carefully curated [#CelebrateLarge 360-degree campaign](#) offering multi-faceted experiences, embodies this youthful spirit and enables Generation Large to have the largest festive celebration."

About Royal Stag

Seagram's Royal Stag is the flagship brand of Pernod Ricard India. Royal Stag has been a consistent star since launch, and a brand quite often credited to have changed the rules of the game. It is for the young, confident and progressive individual who embodies self-belief. The brand has been inspiring young India through its communication around the philosophy of "It's Our life. We Live It Large."

About Pernod Ricard India

Pernod Ricard India (P) Ltd. is a fully owned subsidiary of Pernod Ricard SA and is a fast-growing multinational alcoholic beverages company delivering quality products to its consumers across the country. With leading brands in each category, Pernod Ricard holds one of the most dynamic and premium portfolios in the industry led by Seagram's whiskies such as Royal Stag, Royal Stag Barrel Select, Blenders Pride, Blenders Pride Reserve Collection, Imperial Blue, 100 Pipers and a wide range of International premium brands that include Chivas Regal, Ballantine's, The Glenlivet, Royal Salute and Jameson Irish whiskey. Some of the eminent brands in white spirits category include ABSOLUT vodka, Jacob's Creek and Campo Viejo wines, Martell cognac, Beefeater and Monkey 47 gin, Kahlúa and Malibu liqueurs, Mumm and Perrier-Jouet champagne. Pernod Ricard India is recognized as an industry leader with various recognitions and achievements that help the company deliver quality products to the consumers. Seagram's whiskies are exported to 26 countries across the world. Pernod Ricard India is a socially responsible organization with a strong belief to strengthen corporate citizens by addressing social, economic and environmental sustainability in all key states.

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