

**GOONDA<sup>®</sup>**

Press Kit

**Live the Goonda Life**



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# BRAND STORY



GOONDA isn't just a brand—it's a rebellion bottled. Born during the pandemic out of friendship, shared vision, and an unapologetic desire to create something original.

GOONDA represents India's new creative rebellion. Founded by a powerhouse team of industry veterans and actor-entrepreneur Karan Tacker, GOONDA is more than drinks—it's a lifestyle.

The brand blends global standards of craftsmanship with a proud Indian identity, daring to disrupt alcobev and energy drink categories with flair, flavour, and fearless fun.

At its heart, GOONDA is for those who don't wait, don't fit in, and don't wind down. It's about living unapologetically, chasing moments, and rewriting rules.



# THE GOONDA DNA



# AT GOONDA® WE ARE BUILDING AN INDIAN INTERNATIONAL LIFESTYLE BRAND

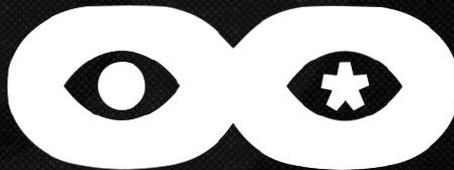
GAME ON  
GOONDA®

Goonda. Always the first one to get their game face on. The one that makes the best entry. Takes to the dance floor first. Is always up for a challenge. On any field, on every occasion, in every situation. The one that gets the show on the road!

The guy that is forever ready for action. Just needs that one prod. One word, one reaction and he is ready to take on the world. He is the one that is always wired.

behaviour - takes the lead, sets the mood, is always active, self starter personality - fun, bindaas, creative, talented relationship - stimulant or catalyst actions - sings the first song, first on the floor, enjoys the attention.

## THE VOICE OF GOONDA



**ARCHETYPE:**

The Rebel – witty, unpredictable, effortlessly cool.

**LEXICON:**

Sharp-tongued. Unapologetic. Loud.  
Fear-proof. Swagger-fuelled.

**PHILOSOPHY:**

We don't ask why—we ask why not?

**BRAND TRINITY:**

You don't wait

**YOU DIVE IN.**

You don't fit in

**YOU STAND OUT.**

You don't wind down

**YOU TURN IT UP.**





**UNIQUELY DIFFERENT**

**GIGGLES**

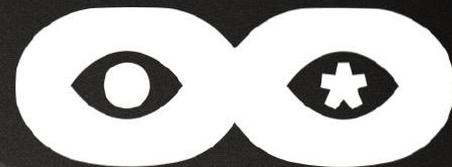


**LEGENDS**



**SHITS**





# PORTFOLIO





*El*  
**GOONDA**<sup>®</sup>

★ 100% AGAVE ★

★ **Indi-genius to India** ★

Reimagining agave spirits like never before



# EL GOONDA – 100% AGAVE SPIRIT

Crafted from 100% Indian agave

## Expressions



SILVER



REPOSADO



CAFÉ



PICANTE



STRAWBERRY

**FORMAT:** Iconic 180ml hip flasks – pocket-friendly, both in size and price.  
**TASTE PROFILE:** From smoky vanilla complexity to citrus zing and berry brightness.



# GOONDA<sup>®</sup> ENERGY

Live the Goonda Life



# GOONDA ENERGY – THE HIGH-OCTANE BEVERAGE

An energy drink designed for hustle, nightlife,  
and high-energy moments.

## FLAVOURS



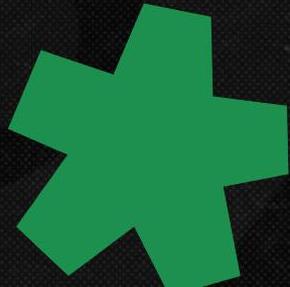
SUGAR-FREE  
BUBBLEGUM



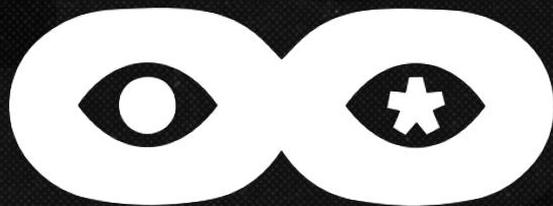
COLA

ORIGINAL

**POSITIONING:** “The energy they warned you about” – engineered to energise and entertain.



# VISUAL IDENTITY





**LOGO**

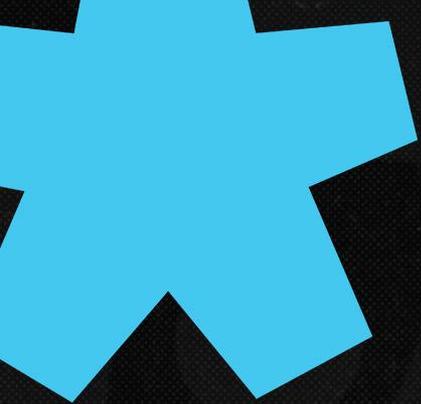
**Bold icon + wordmark  
(available in black and white versions).**



**GOONDA®**



**GOONDA®**



# COLORS

Riot of electric brights – Electric Blue Blast, Bubblegum Pop & Lemon Zing with fiery accents.



ELECTRIC BLUE BLAST



BUBBLEGUM POP



LEMON ZING



Spicy Sizzle



Aqua Hype



Fiery Punch



Groovy Green



# PHOTOGRAPHY

High-energy, raw, urban, unfiltered authenticity.  
No posed perfection—just bold expression.



# TYPOGRAPHY

Prompt & Orbit Gate – fonts that bend rules, loud but stylish.

**PROMPT**

**SANS**

**SERIF** **USE FOR HEADLINE**

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z \* @ # &

**Prompt**

**sans**

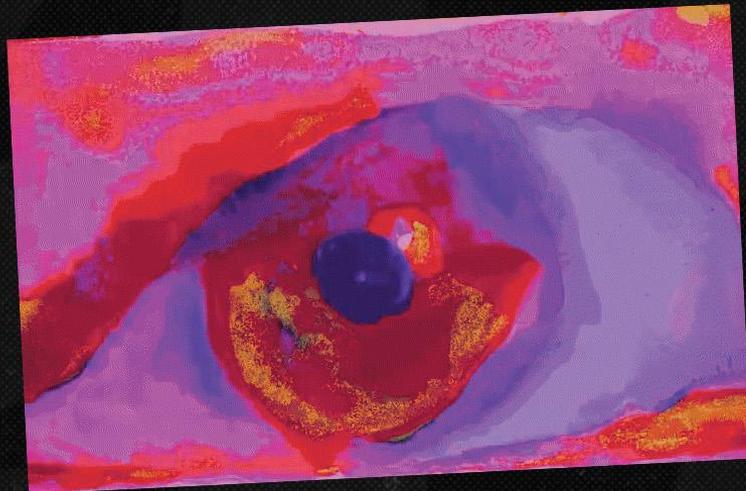
**serif** **use for body copy**

a b c d e f g h i j k l  
m n o p q r s t u v w  
x y z \* @ # &

# VIDEO & MUSIC

Fast cuts, stomp-driven beats, unapologetic motion.

**PANTER**  
**PANTER**





# MEET THE GOONDAs

**Amol Sethi**

Head of Distribution

**Ashish Jasuja**

Head of Production

**Karan Tacker**

Marketing & PR Director

**Harshil Vithlani**

International Trade

**Prasad Iyer**

Head of Digital

**Bhushan Khandelwal**

Head of Finance





**Karan Tacker**

Karan brings to the table much more than his 15 years' experience on leading Television, OTT platforms and of course very soon the big screen. He is the driver on marketing and PR strategy that puts the sting in our operations. Blessed with extremely evolved olfactory sense he is spearheading the taste panel for our products to arrive at our most delectable offerings.



**Amol Sethi**

With over 2 decades of extensive experience in the alcohol retail and distribution industry, Amol's entrepreneurship has been defined by a deep understanding of retail operations, strategic leadership, and a robust network within the distribution channels across India.



**Ashish Jasuja**

Ashish is a seasoned professional with over 18 years of experience in a number of industries including consumer activation within the alco-bev & processed food products. In addition to their hands-on experience he has a deep interest in alco-bev production and has authored several articles on beer and brewing.



**Bhushan Khandelwal**

A seasoned entrepreneur in the field of international trade in the architectural and interior product segment Bhushan has established an operation trading in over 15 countries worldwide. He has as solid hands-on understanding in finance, cash flow and before his entrepreneurship venture has worked for a decade with leading logistic and supply companies such as Maersk, Damco amongst others.



**Prasad Iyer**

An evangelist in Brand, Marketing, Digital & eCommerce professional with a Masters degree in Business Administration and eBusiness Marketing with over 22 years of experience in senior management positions with International brands like Marriott International Inc, Indian Hotels Company Ltd (Taj Hotels), Lemon Tree Hotels. Proficient in leading efforts to provide key insights into the development of Online & Offline Sales and Marketing strategies, Revenue Management & Distribution support.



**Harshil Vitlani**

Harshil is an experienced shipping and supply chain expert with 22+ years in international trade and operations, especially in the food & beverage sector. Known for backing and building companies from the ground up, he drives strategy and growth with a hands-on approach and a belief in vision before market validation—an approach that has shaped several successful ventures.





**MEDIA  
COVERAGE**



**Actor Entrepreneur Karan Tacker unveils GOONDA**

4 minutes • 18 May 2024

Business • Entrepreneur • Entrepreneur • CEO

Goonda is a lifestyle-focused consumer brand that has officially launched with two products: 100% Agave Spirit and Goonda Energy. The brand is co-founded by actor and entrepreneur Karan Tacker, who is also the face of the brand. The brand is set to disrupt the Indian lifestyle beverage market with its focus on bold branding and distinct Indian identity.



**Actor Entrepreneur Karan Tacker unveils GOONDA**

**ACTOR KARAN TACKER LAUNCHES LIFESTYLE BEVERAGE BRAND GOONDA**

The brand debuts with El Goonda, a premium 100% Indian agave spirit, and Goonda Energy, a flavoured energy drink range.

ID TEAM IMPACT



**Restaurant India News: GOONDA Debuts with Agave Spirits and Energy Drinks, Targets India's Youth Lifestyle Market**

By Team Impact

Goonda, a new lifestyle-focused consumer brand, has officially launched with a two-product portfolio: El Goonda, a 100 percent Indian agave-based spirit, and Goonda Energy, a flavored energy drink line. The brand is co-founded by a team of experienced professionals across beverage, finance, branding, and distribution, along with actor-entrepreneur Karan Tacker.



**Say Hola To El Goonda - The Bold New Agave Spirit In Goa**

10 minutes • 2 June 2024



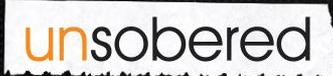
The refined spirit that marries style and class has screamed 'Hola' to Goonda's Goonda (or 'El Goonda') agave spirit, whether you call them 'Hola' from Cabo to Bollywood. 'Hola' has always been fascinating to say the least. However, there's one more 'Goonda' ready to cause the same magic in Goa, but this time, it's aimed at the corporate, business, and professional world. 'Hola' is going to be the new 'Goonda' on the block. El Goonda, the new Indian agave spirit, is joining up the game with India's first ever agave infusions.

**El Goonda: Redefining Agave Spirits In India**

Even though agave spirits are not as popular or widely known as other spirits like vodka, whiskey, and rum in India, the popularity of agave spirits has been growing. Agave spirits are known for their bold, earthy flavors and their ability to pair well with a variety of dishes.



**EL GOONDA**  
Agave, fiery and flavourful original!



#goondalife #GoondaEnergy #agavespirits #elgoonda #offensivelygood



# GET IN TOUCH

Lunchmoney Private Limited

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[www.goondaenergy.com](http://www.goondaenergy.com)



Follow our journey!