

# Mokksh Sani: Trailblazer Innovator, Raising the Bar in India's Beverage Retail Scene

Category: Business

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Mumbai-based entrepreneur and sommelier **Mokksh Sani** is transforming India's premium beverage landscape with innovation, design, and deep industry insight. Honoured as the **Innovator of the Year** at the India Drinks Retail Awards 2025, Sani's flagship concept – [Mansionz by Living Liquidz](#) – is reshaping the way Indians shop for premium beverages through immersive, world-class retail experiences.



**Mokksh Sani, Founder of Living Liquidz Recognized as the Innovator of the Year at the India Drinks Retail Awards 2025**

### **Industry Recognition**

Mansionz by Living Liquidz has made a significant impact, with its stores securing top spots in major cities:

- Bangalore: No. 1 spot
- Mumbai: Khar West (1st), Lower Parel (2nd), and Breach Candy (4th)
- Pune: Kalyani Nagar (top 3)

These iconic spaces were also listed among the **Top 100 Retail Outlets in India**, celebrating innovation and excellence in customer experience.

Sani's journey traces back to 1978, when his dad owned a beverage store in Sion, Mumbai. In 2005, he took the reins and transformed the traditional business into Living Liquidz, a

modern, customer-centric retail chain that now spans over 60 outlets across Mumbai, Pune, Bengaluru, and Bhubaneswar. With a focus on professionalism, hygiene, and customer experience, he redefined premium beverage retail, making it aspirational yet accessible. In 2025, the brand is aiming to expand to 75 stores, with a target of reaching 100 outlets by 2026-27. Taking the vision further, Mansionz, launched in 2022, blends luxury with innovation. It remains the only premium beverage store in India to offer an in-house tasting experience, where consumers can sample at no cost before making a purchase or simply savour curated offerings in an elevated setting. This lifestyle destination, complete with a brasserie, bar, and tasting room, has become a cultural hub, hosting marquee events, and continues to set a new benchmark for experiential retail.

Beyond retail, Sani's entrepreneurial spirit shines through Cartel Bros, a premium beverage venture under which he launched The Glenwalk, a premium Scotch co-founded with actor Sanjay Dutt in 2023, and Glenjourneys, an exclusive experience platform introduced in 2025 with actor Ajay Devgn. Glenjourneys celebrates India's rich heritage through curated tastings and immersive storytelling, while The Glenwalk, winner of 7 Awards from 2024 to 2025, quickly captured an 18% market share in Maharashtra and expanded globally to Dubai, Sri Lanka, New Zealand, Canada, Australia, and more. Cartel Bros achieved a remarkable milestone of 1 lakh cases sold within the first 18 months. Sani's ability to blend craftsmanship with market insight continues to position Cartel Bros as a symbol of India's rising influence in the global spirits arena.

Looking ahead, Sani has ambitious growth plans for his ventures. Living Liquidz is targeting a revenue milestone of Rs. 1,500 crore by FY 2025-26, driven by continued retail expansion, premiumization, and a sharper focus on consumer experience. Meanwhile, under the Cartel Bros umbrella, the

spirits portfolio, which includes The Glenwalk, The Glenjourneys, and Soci, is projected to cross Rs. 200 crore in revenue in the same period, fueled by strong domestic demand and strategic global distribution. With innovation, scale, and storytelling at the core, Sani is positioning both brands to lead India's next wave in the beverage space.

India Drinks Retail Awards 2025 accolades reflect Sani's relentless pursuit of excellence. His innovation lies not just in retail but in creating experiences that resonate with a new generation of discerning consumers. From Mansionz's sophisticated ambiance to Living Liquidz's seamless online platform, Sani has crafted a legacy that marries tradition with modernity. As India's beverage scene continues to evolve, Mokksh Sani remains its undisputed pioneer, shaping its future with every bold step.

