

RADICO KHAITAN LIMITED

NET PROFIT AFTER TAX IS UP BY 50% TO Rs.16.05CR

NET SALES UP BY 19% TO Rs. 326.07CR.

MAGIC MOMENTS VODKA VOLUMES GREW BY 32.6%

Performance Highlights for the First Quarter ended June 30th, 2010

1. Net Sales of **Q1 of FY 2010-11 at Rs.326.07 crore**, against sales of **Rs.274.38 crore** over corresponding quarter in the previous year, thereby showing a **growth of 19%**. (Net Sales includes Sale from Tie-up units net of Royalty income).
2. The company achieved a Net Profit of **Rs.16.05 crore** compared to **Rs. 10.70 crore** in the corresponding quarter of FY 09-10, thereby showing a growth of **50%**.
3. Profit before tax and exceptional items grew by 145% from Rs.8.81Cr TO Rs.21.55 Cr

New Delhi, July 27, 2010: Radico Khaitan Ltd., one of the largest liquor companies in the country today announced its unaudited first quarter results for the year 2010-11. The company has registered net profit of Rs.16.05 crores as compared to net profit of Rs.10.70 crore for the same period last year. The company registered Net Sales of Q1 of Rs.326.07 crore in Q1FY 10-11, against net sales of Rs.274.38 crore over corresponding quarter in the previous year, thereby showing a growth of 19%.

Commenting on the results, Dr. Lalit Khaitan, Chairman & Managing Director, Radico Khaitan Limited said, "Net sales are up mainly because of increase in sales of IMFL division by over 17%, which consist of more than 80% of total sales of the company. The premiumization strategy defined and adopted in 2006 has paid off well for the company. The company is further strengthening its brand portfolio by adding premium brands. Recently, the company has launched '**After Dark**' premium whisky in select markets. The company is continuously investing in R & D to develop and create new world brands".

Commenting on the results, Mr. Abhishek Khaitan, Managing Director, said, "The company has registered a growth mainly due to increase in sale volumes of Magic Moments Vodka by 32.6% , Contessa Rum by 5.2% , 8PM Whisky by 5.6%, Whytehall Whisky by 9% and Old Admiral Brandy by 14.7% respectively and total Mainline brands growth of 13.1%. Overall IMFL volume of the company has grown by 10.6 % i.e. from 3.83 mn c/s to 4.24 mn c/s during the year".

Brands performance for the Q1FY 10-11 (quantity in lakh cases)

Brands	2010-11	2009-10	Growth Rate
	Q-1	Q-1	% age
Magic Moments	5.14	3.38	32.6%
8 PM Whisky	11.62	11.01	5.6%
Whytehall Whisky	1.78	1.64	9.0%
Contessa Rum	5.86	5.57	5.2%
Morpheus Brandy	0.50	-	-
Old Admiral Brandy	7.26	6.33	14.7%
Main Line Brands	32.16	28.43	13.1%
Other Brands	10.25	9.94	3.1%
Total	42.41	38.37	10.6%

About Radico Khaitan Ltd.

Radico Khaitan Ltd., one of the largest liquor companies in the country, is best known for its brands 8 PM whisky, Magic Moments Vodka, Contessa Rum and Old Admiral Brandy. 8 PM whisky has the unique distinction of having touched sales of one million cases in the first year of its launch .Magic Moments is the fastest growing Vodka in the country , Contessa Rum is one of the largest selling Rum brand among Defense forces. Old Admiral Brandy another winner from the portfolio of Radico is also a part of the millionaire club.