



Radico

NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL

Dr Lalit Khaitan

CHAIRMAN AND MANAGING DIRECTOR

My dear Radiconians,

LET ME begin with congratulating you all on the remarkable 2019 fiscal. This was made possible by the skill and commitment of our management and employees who delivered the planned ramp-ups across our portfolio and business.

The quarter began with welcoming PM Narendra Modi led NDA back in power. Continuity of existing government brings optimism and hope of promises being delivered to accelerate the growth for one of the key contributors to GDP-Liquor industry-leading to further positive contribution to Indian economy.

Alongside, as a responsible corporate, I am proud of the increasingly significant role we are playing in paying back to the society. As a part of our CSR plan, the drive of increasing water levels at the near-dead ponds in Rampur has been exhibiting very encouraging results in the recent times. In 2016, Radico implemented water recharging scheme to elevate the water levels in the water bodies of 26 villages in Rampur. The process has not only helped with the water retention but has also scaled up the water levels. In the same scheme of activities, the distillery recently commissioned the Condensate Processing Unit that helps reclaiming the wastewater that consequently reduces the consumption of fresh water and saves natural resources.

We are committed to this drive to sustain the natural resources for the society.

In a number of crucial aspects, the picture today is better than it was a couple of years ago, and much better than it was in July 2018. While Challenges remain and hard work lies ahead, it is important that we don't lose sight of how far we have come.

I would also like to congratulate the Radiconians for the exceptional success of their kids who, in their respective academic courses, passed with flying colours this exam season. This is the testimony to the hard work the parents and the kids put in to build a strong future ahead.

I thank all of you for your continued faith in our capabilities and your tireless efforts towards making Radico Khaitan a soulful workplace.



Dear Team,

WE ARE all achieving new highs! This is how I would sum up the last quarter.

We announced our financial results and the performance of the fiscal year 2019. Our operational and financial results have been remarkable with improvement across all key areas. Driven by a strong growth in the premium brands portfolio, we delivered net revenue growth of 15% leading to corresponding profitability enhancement. We generated strong free cash flows and reduced net debt by over Rs. 250 Crore during the year. Towards the second half of year, we experienced raw material cost pressures which was more than offset by a favourable product mix. Our profitability improved with EBITDA margins expanding from 14.7% in FY2018 to 16.7% in FY2019.

Strong operational achievements were complemented by a robust financial performance that returned significant cash to shareholders. In line with our strategy of maintaining a balance between delivering returns to shareholders and preserving funds for growth capital, we proposed an increased dividend of Rs. 1.20 per share.



Last quarter we also received the new government and their new budget. Till date, this government pursued pro-growth initiatives and, I believe, the budget will continue the impetus to further boost economic growth and investor confidence. As proposed in the budget, we, being a listed corporate, believe that having a 35 percent public float is positive in terms of better corporate governance standards and valuations and carries a potential of increasing India's weight in the global indices. On Corporate Governance, we are all firmly of the belief that good corporate governance is fundamental and brings value to our company and is of benefit to all. Constant improvement is part of our culture

and we always have best practices as our aim.

On the brands part, I can't be happier to see Magic Moments Vodka soaring from being a category leader in India to being the fastest growing vodka brand in the world. Two of our brands are ranked among the top 15 of the IWSR 100: Fastest-growing spirit brands in the world; Magic Moments Vodka made it to the 7th position whereas 8PM Whisky secured the 11th spot. Not only in India, but Internationally also Radico brands continue to get recognised for being top notch quality brands. The Gin Guide Awards 2019, UK conferred the 'Best Gin from Asia' award to Jaisalmer Indian Craft Gin recently. These bestowals authenticate our methods to navigate the way to be the industry leader in the near future.

I am very pleased with the performance of FY2019 and with all the initiatives undertaken during the last few years, I am confident about our future growth trajectory.

Abhishek Khaitan
MANAGING DIRECTOR

My Dear Team,

Three cheers for the brand champions.

I AM CONVINCED of successfully executing on the strategy we proposed last quarter because we have the right culture, talent and necessary resources not only to deliver the current plan, but also to imagine new ideas and ways to transform our business. We are encouraged with growth across the product verticals and channels witnessed in Q1.

Not one, not two but 4 of our brands have been listed in Top 10 Best Selling Liquor Brands in their respective categories in a report published by "The Spirits Business Brand Champions 2019". Old Admiral Brandy, 8 PM Whisky, Magic Moments Vodka and Contessa Rum have been ranked among top ten in their respective categories. I would like to congratulate

each one of you for your contribution to this delightful journey. We are committed to the vision we set to see Radico Khaitan at the pinnacle in a couple of years.

This quarter brought another shockwave for the industry- The enforcement of liquor ban in Andhra Pradesh- that will apply in the phased manner but as stalwarts, we need to be resilient through the turbulence. The company is ideating on the offset of this dent and we are confident to overcome this like we did with a host of roadblocks in the yesteryears.

Parallely, when the world was eyeing the wave that the general elections brought in the country, the countrymen were all obsessing over a secondary religion- Cricket. The love, passion, and madness for cricket are in every Indian

and we identify with that. To escalate the excitement for World Cup to another level, 8 PM premium black whisky launched a 360 degree World Cup Campaign last quarter to provide an experiential treat to the India cricket fans and to our consumers. The brand launched a World Cup song '8PM Premium Black Cricket Anthem', showcasing the excitement of the countrymen during the world cup series that binds people together. To boost the celebration for the cricket lovers, we also launched a special edition of 8 PM premium black Whisky World Cup pack.

In the ending notes, I would like to acknowledge your support to expedite the most awaited practise of the year-Annual Performance Appraisals. You will all be notified on your rewards as

soonest as the HR department concludes the paperwork.

I take this opportunity to thank our employees, vendors and the Board for their confidence in us. I look forward to your continued and valuable support in the years to come.



Amar Sinha
CHIEF OPERATING OFFICER



MD'S BIRTHDAY CELEBRATIONS AT HO

Radico Khaitan celebrated Managing Director Abhishek Khaitan's birthday with full zeal and enthusiasm on 29th April 2019. A cake cutting ceremony was organised by his office to mark the occasion.



JAISALMER INDIAN CRAFT GIN WINS THE GIN GUIDE AWARD 2019

The first Craft Gin from India – Jaisalmer Indian Craft Gin bagged the 'Best Gin from Asia' award at The Gin Guide Awards 2019, UK.

57th World Selection of Spirits and Liqueurs		Award			
		Grand Gold	Gold	Silver	Bronze
INDIA	Radico Khaitan Ltd				
	1965 Spirit of Victory Premium XXX Rum				
	BPM Premium Black Whisky				
	Magic Moments Verve Green Apple Flavoured Premium Vodka				
	Magic Moments Verve Orange Flavoured Premium Vodka				
	Magic Moments Verve Premium Vodka				
	Morpheus Blue				
	Whytehall Rare Premium Brandy				

MONDE SELECTION QUALITY AWARDS

Seven brands from the house of Radico Khaitan were honoured with gold awards at Monde Selection Quality Awards, Brussels.

MAGICAL ZINDAGI CONTEST



In order to commemorate the association of the effervescent Kartik Aaryan & the bubbly Jacqueline Fernandez with Magic Moments Music Studio, we launched a nation-wide Digital Contest "#MagicalZindagi" looking

for those stories that turned their life Magical. A special micro-site was also created to capture the entries and broadcast our video. We received a humongous response from our audience with over 45mn Video Views

& Engagement on our Social Channels.

Our Social Contest brought in close to 6.5k comments and stories out of which we gratified 300 winners with movie tickets & 200 lucky winners won our Limited

Edition Calendar featuring the 2 Bollywood Stars. JBL Boombox was handed over to 10 lucky winners whereas 10 other winners won themselves an Electric Scooty each. The Top 3 entries won a Grand Trip to Budapest.

NOW AVAILABLE!



Rampur Indian Single Malt is now available at the following 5-star properties.

- The Oberoi, New Delhi
- The Taj Mahal Hotel, Mansingh Road, New Delhi
- Hotel Taj Palace, Sardar Patel Marg, New Delhi
- Hyatt Regency, Bhikaiji Cama Place, New Delhi
- Indian Accent - The Lodhi, New Delhi
- JW Marriott Hotel, Aerocity, New Delhi
- The Park, Janpath, New Delhi



JAISALMER INDIAN CRAFT GIN NOW AVAILABLE AT DUBAI DUTY FREE

In line with the brand's marketing strategy in which Travel Retail Channel plays an integral role, Jaisalmer Indian Craft Gin has been made available at the Dubai Duty Free outlet after launching at Duty Free Outlets at Delhi, Hyderabad, Cape Town, Johannesburg, Beirut, Entebbe, Billund and Ras Al Khaimah. The brand will also be available at a number of airports in Europe beginning July 2019



MAGIC MOMENTS AND 8PM ON THE LIST OF IWSR 100: FASTEST-GROWING SPIRIT BRANDS IN THE WORLD.

Spirits soar at Radico Khaitan as two of our brands are ranked among the top 15 of the IWSR 100: Fastest-growing spirit brands in the world; Magic Moments Vodka made it to the 7th position whereas 8PM Whisky secured the 11th spot.



WORLD ENVIRONMENT DAY AT RADICO

This World Environment Day, Radico Khaitan pledged to reduce the carbon imprints and plant more and more trees in their vicinity. The team also distributed plants to the neighboring companies to spread awareness.



FOUR BRANDS FROM THE HOUSE OF RADICO MAKE IT TO 'THE SPIRITS BUSINESS BRAND CHAMPIONS 2019'

Not one, not two but 4 brands have been listed in Top 10 Best Selling Liquor Brands in their respective categories in a report published by "The Spirits Business Brand Champions 2019".



FORMATION OF 'EMERGENCY RESPONSE TEAMS' AT HO

In an initiative to promote safety at workplace, HR division formed an 'Emergency Response Team' (ERT) for each floor of the Head Office building. The members of the ERT will be the first ones at the scene of emergency to provide assistance / first aid. To accomplish this, an awareness session on "First Aid & Emergency Aid" was organized on 24th May.

The responsibilities of the ERT members include:

- ♦ Initiate response actions if they are the first ones at the scene of an emergency.
- ♦ Restrict access to the incident scene and surrounding area. Take any other steps necessary to minimize any threat to health and safety.



- ♦ Evaluate the Severity, Potential Impact, Safety Concerns and Response Requirements in HO.
- ♦ Initiate all first aid measures.
- ♦ Confirm safety aspects at HO, including need for personal protective equipment, sources of ignition and potential need for evacuation
- ♦ Call for medical assistance, if necessary.
- ♦ Call for Other assistance as per the situation.
- ♦ Identify and isolate sources to minimize losses.
- ♦ Coordinate further response actions.
- ♦ Maintain a record & Contact No. of the institutions known for handling emergencies such as Hospitals, Blood Banks, Fire Station etc.
- ♦ Create awareness of these measures among other employees.



INTERNATIONAL YOGA DAY

International Yoga day was celebrated with full enthusiasm on 21st June 2019 at HO. Under the guidance of a few Yoga Practitioners from the 'Bhartiya Yog Sansthan', a Yoga session and a competition were organised that attracted a huge turnout of employees.

Team Radico headed to Marchula, Uttarakhand this summer



To share insights on Making our work a Pleasure, Team HR organized a session with the members of Brahma Kumaris Om Shanti Retreat Centre at HO on 10th May 2019.



8 PM PREMIUM BLACK RELEASED A WORLD CUP SONG AND A SPECIAL EDITION WORLD CUP PACK TO CELEBRATE THE WORLD CUP FEVER

8 PM premium black whisky launched a 360 degree World Cup Campaign to provide an experiential treat to the India cricket fans. The brand launched a World Cup song '8PM Premium Black Cricket Anthem' in the voice of the versatile artist Padamjeet Sehrawat, showcasing the excitement of the countrymen during the

world cup series that binds people together. To boost the celebration for the cricket lovers, the brand also launched a special edition of 8 PM premium black Whisky World Cup pack. The brand also ran a contest for its consumers providing an opportunity to win a trip to Singapore. Among Other exciting prizes.



All India Operations and Manufacturing Meet at HO on 13-14 May

SALES ROUND-UP

Radico Khaitan continues to be at the leadership position in the UP market with 32% of the market share in Quarter-1. We have also achieved the leadership position in the state of Uttarakhand in the same quarter with 27% of the market share. With this, Radico Khaitan sustains its strong position in the zone.



NEW BRAND MARKET ROUND-UP

With the launch of 8PM Premium Black Whisky in all the major states of the zone, the brand has been getting an encouraging response from the consumers and the trade partners. Team UP has achieved the highest ever volume of over 78,000 cases of 8PM Premium Black Whisky in the month of April'19 whereas Uttarakhand has achieved the highest ever volume of 7547 cases in the month of May'19. Punjab also sold the highest ever volume of 5,004 cases in the month of April'19.



To promote the world cup edition of 8PM Premium Black Whisky, Team north activated a huge visibility drive on ground to garner the desired results. From In-mall OTT branding to in-shop branding, the team tapped every consumer touchpoint to highlight the brand and the special pack.

CONSUMER PROMOTIONS IN PICTURES



LEMON FLAVOUR OF MAGIC MOMENTS NOW AVAILABLE IN JHARKHAND

To address the growing demand of flavored vodka, Radico Khaitan launched Magic Moments Remix-Lemon flavour in the state of Jharkhand last quarter. The trend of flavored vodka is on a rise in the country and it is Magic Moments' constant endeavor to cater to the consumers of this category.




1965 SPIRIT OF VICTORY RUM LAUNCHED IN ORISSA

After an encouraging response from the states of Delhi, Uttar Pradesh and Rajasthan, Radico Khaitan launched its iconic Indo-Pak war themed product 1965 Spirit of Victory Rum in the biggest rum market in the eastern India-Orrisa.



HURRAY!

Team Assam, under the leadership of Sunil Chadha, Sales Head- Northeast & Overall Guidance of Pinaki Sengupta, RPC Head, East achieved the target of 25000+ cases in primary sales in the month of May. 15000 cases out of this was of brand Magic Moments Vodka alone.



South Zone

AFTER DARK WHISKY LAUNCHED IN KERELA

In the drive to expand the imprints of After Dark Whisky in the country, Radico Khaitan launched it in the state of Kerela last quarter.



PLUTON BAY EXOTIC RUM NOW AVAILABLE IN KERALA

To further cementing its position in the rum market, Radico Khaitan launched Pluton Bay Exotic Rum in Kerala last quarter. The brand has been getting an encouraging response from the consumers.



SMOOTH BLEND OF SOPHISTICATION AT TIMES BUSINESS AWARDS

Magic Moments Verve added a smooth blend of sophistication at the Times Business Awards 2019 at Sheraton Grand Bangalore Hotel at Brigade Gateway. The brand proudly associated to felicitate the crème de la crème across city's business landscape for their unrivalled contribution to their respective domain.

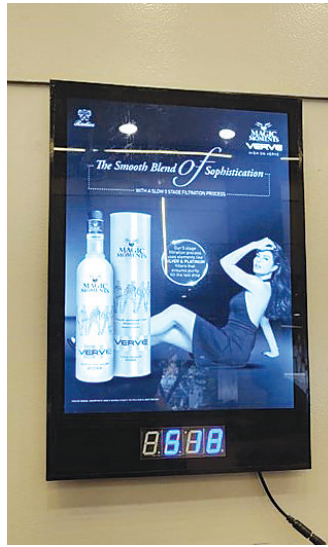
MORPHEUS DARE TO DREAM

In continuation to the association with the interactive platform "the talk", Morpheus Dare to Dream held another event to promote those who made it big in life after breaking the barriers.



MAGIC MOMENTS VERVE LAUNCHED IN PUNE

Radico Khaitan launched Magic Moments Verve in all available flavors and SKUs in Pune in the month of May. The drive to promote the brand included lucrative consumer offers in off-trade and on-trade and prominent visibility tools such as bottle glorifiers among other innovative elements. The brand is available in plain, green apple and orange flavours.



MAHARASHTRA TEAM MEET

A team meet was organised for team Maharashtra at the Four Seasons Winery, Pune on 10th & 11th May 2019. The meet was chaired by the RPC head Ramesh Khatanhar.



BOLLYBOOM GURU RANDHAWA – HIGH RATED GABRU 2.0

In order to accelerate the popularity of the newly launched brand Magic Moments Verve in the Pune city, Radico Khaitan tied up with Bollyboom, one of the biggest Dance and Music Festivals in India for their Pune event. This season, Bollyboom organized an India tour of the most celebrated Punjabi music star Guru Randhawa. Pune edition of the event took place at Amonara Mall on 2nd June 2019.



OTHER ON-TRADE ACTIVITIES

Magic Moments Club Nights:



13th April 2019 at Pranzi, Mumbai



1st June 2019 at Rodeo Drive, Mumbai

11th May 2019 at Oak Lounge, Marriott Suites, Pune

YOUNG ACHIEVERS



JANHAVI TOMAR, D/o Devender Tomar, Asst Manager -Sales – Bhopal scored 95% in 10th CBSE Board



TRISHA BHOWMICK, D/o Sourav Bhowmick, DGM-Sales –Maharashtra scored 94% in 12th CBSE Board (Science

Stream)



SAMAY GANDOTRA, S/o Sanjeev Gandotra, DGM -Sales –MP scored 84.2% in 12th CBSE Board



SHREYA NAIR, D/o Rajendran Nair, Deputy Manager-Sales –Pune scored 92.4% in 12th CBSE Board (Science Stream)



YASH TIWARI, S/o Sanjay Kumar Tiwari, Manager -Sales –Pune scored 90% in 10th ICSE Board



INTERNATIONAL YOGA DAY AT RAMPUR DISTILLERY

International Yoga Day was celebrated with full zeal at the Rampur Distillery on 21st June. Yoga coach Mr. V. K. Shrivastava was invited to lead the camp in the presence of Director K.P. Singh, Sr. Vice. President Devendra Singh, Sr. Vice. President Alok Agarwal, other employees and their family members.



IN-PLANT MOCK DRILL FOR SAFETY

A mock drill was organised at the Grain Spirit Plant at Rampur Distillery on 18th April for the security team to learn to safeguard the plant and machinery by using firefighting equipment in the case of emergency.

Iftar party during holy month of Ramzan in Rampur



RADICO ON MOUNT EVEREST

To encourage the mountaineer Vipin Chaudhary to conquer the Mount Everest, Radico Khaitan sponsored him for the rigorous journey to the earth's highest point. The 50-day long trek concluded on May 22 with Radico flag placement. Vipin is a professional mountaineer and has conquered many summits including Mount Elbrus and Mount Kilimanjaro, the tallest mountain in Africa.



CONDENSATE PROCESSING UNIT IN RAMPUR

Rampur Distillery recently commissioned the Condensate Processing Unit that helps reclaiming the wastewater that consequently reduces the consumption of fresh water and saves natural resources.

The technology of this plant has been adopted from a multinational company from Netherland M/s Paques. It is one of the latest technologies in the world and the very first installation in India.

FREE EYE CHECK-UP CAMP IN RAMPUR

A free eye check-up camp was organised on 16th April at village Kakraua in Rampur. Over 200 eye check-ups were conducted and patients diagnosed with critical eye diseases were sponsored free treatment by Radico Khaitan Limited.





DONATION TO THE ARMED FORCES FLAG DAY FUND

To mark a tribute to the Pulwama attack martyrs, RNV Distillery, Aurangabad contributed Rs 5, 00,000 to the 'Armed Forces Flag Day Fund Maharashtra State'.

RNV DISTILLERY CONTRIBUTED TO THE FODDER CAMPS SET UP BY THE GOVERNMENT

RNV Distillery donated 500 tubs to the fodder camp in the village Karmad to help villagers feed their cattle in the drought-hit area.



WORLD ENVIRONMENT DAY AT RNV DISTILLERY

An oath taking ceremony to beat the pollution and protect the environment was organized for the employees of RNV Distillery, Aurangabad on the occasion of World Environment Day.



To educate the employees about the objective of 'Labour Welfare Fund', the center director of the 'Labour Welfare Fund Maharashtra board' held a session at the RNV Distillery campus on 27th May 2019.

BLOOD DONATION CAMP

A blood donation camp organized at RNV Distillery on 26th June received an overwhelming response and resulted in the collection of 70 units in a single day.



In a bid to provide water for activities like plantation and sanitation for the children, RNV Distillery installed a borewell at ZP school, Village Bhambarda.



INTERNATIONAL YOGA DAY AT RKL REENGUS

To promote health and wellness, RKL Reengus Unit organized a special yoga session on the occasion of International Yoga Day on 21st June, 2019.



Employees at a training session on effective communication at RKL Reengus.



Launch of Magic Moments Remix Lemon flavor at Gemini Distillery, Ranchi



World Environment Day celebrations at RKL, Tarn Taran



8PM PREMIUM BLACK PRODUCTION BEGINS IN HP

With the expansion of 8PM Premium Black Whisky to HP, the bottling of the product kick-started at the Himalayan Gold Beverages Private Limited at Nalagarh, HP last quarter.



To set the action plan in the case of fire emergency in the Unit, RKL Tarn Taran organized a fire fighting training at the campus.



SOFT SKILLS TRAINING AT RKL REENGUS UNIT

A training session on soft skills was organized for the employees of RKL Reengus Unit on 25th May 2019.

With the purpose of evaluating the products more effectively at the plant, a statutory evaluation training was imparted to the employees concerned at the RKL Tarn Taran Unit.



PROFILE

Dr. Lalit Khaitan, CMD, Radico Khaitan Limited welcomes the remarkable victory of PM Narendra Modi led NDA

The central government in the last five years has done a remarkable job in areas such as skill development, women empowerment and infrastructure development. From policy overhauls to amendments in older acts to ensure that these acts are relevant in today's times, the foundations laid down by the Government during its last tenure will bear fruit during this term and will further boost the growth of the country, opines Dr. Lalit Khaitan, CMD, Radico Khaitan Ltd.

The voters have endorsed Modi's decisive leadership, his ability to take the country from red tape to red carpet, his government's multiple schemes to pull out millions from abject poverty and provide them essential services like electricity, cooking gas, bank accounts and free health services.

All of the reforms undertaken during NDA's last term are anticipated to contribute positively to the Indian economy going forward. GST has been the biggest indirect tax reform even in India and is envisaged to bring more transparency and create a single market which will further encourage corporate investment and productivity. In addition to GST and demonetisation, the Indian Government also undertook various measures such as banking sector recapitalisation and the corporate insolvency code to further strengthen the business environment. Conscious steps were taken during NDA's previous term to digitise the economy and improve tax compliances. All these initiatives are anticipated to have a cumulative positive impact on the growth of the Indian economy in the years to come. India is projected to grow surpassing China to become the fastest growing economy in the world.

Spirits industry in India faced some amount of turbulence in the first phase of NDA's term as the industry was impacted by demonetisation, state level prohibitions, a national highway liquor ban and the operational challenges with the implementation of GST. However, the second half of their term experienced a significantly improved operating environment resulting in a robust industry performance. The Supreme Court relaxed the national highway liquor ban to take city limits out of its purview. While Kerala relaxed its prohibition to allow spirits in three and four star hotels, Bihar allowed spirit manufacturers to export products which were previously left unused due to the ban. A number of key liquor consuming states have provided price increases thereby improving margins for the manufacturers. Furthermore, recent policy updates led to the change in route-to-market for a few states such as West Bengal moving to a government owned and controlled distribution model. Government owned distributors are preferred for organised industry players as they work under a cash-and-carry model which has very limited credit risk. The state of Uttar Pradesh recently announced a new excise policy which is aimed at transparency and improving the operating environment.



Dr. Lalit Khaitan

Prerequisite:

1. Sugarcane farmers and grain farmers in India also benefit from any reform around liquor industry. Many of the distilleries have actually invested in better farming techniques and high-yield grains research that is benefitting the farmers. Government's encouragement by offering additional incentives to investors in terms of land availability, licensing, single-window clearances and approvals would help the industry with the Government's most ambitious scheme on farmers' upliftment.
2. A more favourable business environment that includes moderate state taxation, ease of carrying out business and policies aimed at transparency can make the 'Make in India' campaign applicable, and successfully so, for India's liquor distillation industry. The federal state in India has a clear choice to reduce the illegal liquor trade fundamentally by allowing more legal businesses to enter. Also, it is in the country's best interest for state regulators to serve as facilitators and monitoring entities to ensure the functioning of a free market. Only when liquor prices in India are dramatically higher than international standard do people turn to black market. Overall for alcohol market, continuity of existing government brings optimism and hope of promises being delivered to accelerate the growth for one of the key GDP contributing industries leading to further positive contribution to Indian economy.

11 | AMBROSIA • May 2019

Ambrosia Magazine • In May

Radico Khaitan: Celebrating the IMFL legacy

One of the largest players in the Indian spirits industry, Radico Khaitan was formerly known as Rampur Distillery in existence since 1942. Dr. Lalit Khaitan bought the distillery in 1972 to start as a bulk spirit supplier and later for other companies. Amar Sinha, COO, Radico Khaitan speaks about the company's latest single malt whisky 'Rampur', how it is meeting the global G&T trends and the future roadmap of its India-made foreign liquor (IMFL) labels worldwide.

By Akshay Nayak

When it comes to IMFL, Radico Khaitan stands out as a leader. The company has been producing single malt whisky for over 40 years. The brand has a rich heritage and a strong following. The company's latest single malt whisky, 'Rampur', is a testament to its commitment to quality and craftsmanship. The whisky is made from locally sourced grains and is aged in oak barrels. It has a smooth and elegant flavor profile that is perfect for sipping or mixing.

The company's focus on IMFL is a result of its deep understanding of the Indian market. The company has a strong presence in the Indian market and is looking to expand its reach globally. The company's IMFL labels are a reflection of its commitment to quality and craftsmanship. The company's IMFL labels are a reflection of its commitment to quality and craftsmanship.

The whisky is named after Radico Khaitan's first distillery in Rampur. One of the key USP of the product is that it is aged, distilled and matured in the foothills of the scenic Himalayas.

Global G&T trend: It is a growing trend in the Indian market. The demand for single malt whisky is increasing. The company is looking to capitalize on this trend by expanding its IMFL labels.

Radico Khaitan: Celebrating the IMFL legacy



Radico Khaitan is a leading player in the Indian spirits industry. The company has a rich heritage and a strong following. The company's latest single malt whisky, 'Rampur', is a testament to its commitment to quality and craftsmanship. The whisky is made from locally sourced grains and is aged in oak barrels. It has a smooth and elegant flavor profile that is perfect for sipping or mixing.

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Express Food Hospitality, Indian Express • In May

Smooth blend of sophistication at Times Business Awards

Magic Moments Verve (Music CD) added a smooth blend of sophistication at the Times Business Awards 2019 at Sheraton Grand Bangalore Hotel at Brigade Gateway. The brand proudly associated to felicitate the crème de la crème across city's business landscape for their unrivalled contribution to their respective domain.

The glitzy evening was melodised with the Magic Moments Music CDs that symbolises the zest, innovation and the cool quotient just as the winners of this elite awards.



Always at the forefront to recognise the talent and success, Magic Moments Verve (Music CDs) recently co-opted the emerging superstar, Jacqueline Fernandez to represent the sophistication the brand depicts. On the occasion, Amar Sinha, Chief Operating Officer, Radico Khaitan Limited (The maker of Magic Moments Verve Music CDs) said: We are delighted to associate with Times Business Awards 2019. They are the perfect embodiment of what we

Times of India and Economic Times Bangalore • In June

Spirit Magazine • In June

Brand Equity, Economic Times • In May

Dainik Jagran

Business Today Magazine • In May

Mint • In June

Hindustan Times

तिरंगा संग माउंट एवरेस्ट पर फहरा रेडिको का लोगो

एवरेस्ट पर फहरा रेडिको का लोगो... The Radico logo is flying on Mount Everest. This is a significant achievement for the brand, symbolizing its global reach and commitment to quality. The logo is a reflection of the company's commitment to quality and craftsmanship.

by RKL Hindustan

ROLE OF FOOD SAFETY AND QUALITY IN LIQUOR

By **Kailash Bhatt**, **SENIOR GENERAL MANAGER-QUALITY ASSURANCE**



Food safety is one of the major challenges faced by the Industry globally. It is an assurance that food will not cause an adverse health effect for the consumer when it is prepared and/or consumed in accordance with its intended use. It is a concept to protect consumer from food hazards by ensuring that the food is processed, packaged, transported, stored and distributed in a way that all the parameters are under acceptable limits or the tolerance range as given by regulatory bodies.

The most highly consumed spirits in the world include brandy, gin, rum, vodka and whisky. Ethyl alcohol and water are the main components of spirits, which vary according to their distinctive compositions of raw materials and fermentation and distillation processes. Most components in spirits, such as volatile components, contribute to the flavor of the beverage; however, certain compounds are potentially hazardous above a certain limits such as methanol, ethyl carbamate, and aldehydes. While “Alcohol quality” might refer

to taste, flavor, price, brand image, or the absence of certain toxic contaminants, “Food safety” in alcohol would be regulating, controlling or reducing the concentration of such compounds or substances below the acceptable limits. These limits are set for entire Indian food & beverage industry by FSSAI.

In line with the global standards for alcoholic beverages India also has taken a significant step to improve the quality and safety of these beverages. So far, this sector was primarily being regulated by the excise commissioners and they were only looking at the alcohol content and presence of toxic substances in alcohol. Now there are far more elaborated standards [Food Safety and Standards (Alcoholic Beverages) Regulations, 2018] benchmarked with global standards, while in certain cases, Indian standards have also been kept into consideration. These standards applicable to spirit drinks are aimed to improve quality and protect consumers.

The main objective of Food Safety Standard Authority of India is to regulate the food business in such a way as to take care of public health and safety for all purposes. FSSAI has been involved in routine inspections of food

businesses in order to check registration and license with respect to FSSAI. The Food Safety and Standards (Food Products Standards and Food Additives) Regulations, 2011 has standard for only toddy in the form of alcohol beverages which is mentioned in clause (1) of the sub regulations 2.10.5 which has been related to the alcohol beverages. As various alcohol beverages have their different requirements with respect to their standards and labeling patterns, a separate regulation for alcohol beverages was proposed and notified.

The Food Safety and Standards (Alcohol Beverages) Regulations, 2018 make it mandatory for the manufacturers of alcohol to carry a statutory warning that “Consumption of alcohol is injurious to health be safe don’t drink and drive”. Along with this the liquor bottle must also carry “Don’t drink and drive” on its label. It has been also been provided that there must be specific requirement for labeling of alcohol beverages in addition to the labeling provided and mentioned by Food Safety and Standards (Packaging & Labeling) Regulations, 2011.

In summary, most of the countries and International organizations have established requirements to ensure the safety and quality of alcoholic beverages. The purpose is to provide consumer protection and ensure that all foods during production, handling, storage, processing and distribution are safe, wholesome and fit for human consumption.



WALK OF GRITTY ROAD

By **Ritika Singh**, **20 D/O RAVI PRATAP SINGH, CONTROLLER SALES, CIVIL MARKETING DIVISION**

*Walking over stones when I had
the choice
of river,
Cutting through thorns when I had
the ambience of flower,
I am hiding through caves when
my silent spring keeps me waiting,
Struggle is that icing of success, my
bewildered soul keeps on hating.*

*I have freed my mind from the
cravings, to make it struggle for its
desire,
I have got the winds knocked out
of me to make my lungs realise how
much they like the taste of air,
Destiny has been uprooting my
canvas clogs,
But the only answer to my life's
puzzle *failure is success in mist and
fog*.*

*Unsettling my stoic resignation,
aspiration and desolation together
thrive,
They say damaged people are
dangerous because they have known
how to survive,
Stare life in its eyes, let it throw its
burden to you,
But you don't lose your composure,
it's for this reason god gave you those
strongest shoulder.*

*Stab me in my face or pull me back
into the race,
Annihilate my wits or get my
ambitions slit,
I will turn my wounds into
wisdom,
And drawbacks into strength,
Come what may shadows must
and
will obey,
Quitting was never my cup of
coffee here,
Because a road with no obstacles
never took you anywhere...*

SCIENTIFIC EFFECTS OF ALCOHOL ON HUMAN BODY

By Anup Barik,
MASTER BLENDER



We all experience the buzz in the head after a few drinks but do we really think of the science behind it? Much to your surprise, the effects of Alcohol can also be gender bound.

This is how it works:

♦ **What is Blood Alcohol Concentration (BAC)?**

Blood Alcohol Concentration (BAC) refers to the percent of alcohol (ethyl alcohol or ethanol) in a person's blood stream.

♦ **How is Blood Alcohol Concentration (BAC) calculated?**

Formula:

$BAC = \frac{\text{Alcohol consumed in grams}}{\text{Body weight in grams} \times r}$
x 100

What are the effects of Blood Alcohol Concentration (BAC)?

BAC %	BEHAVIOUR	IMPAIRMENT
0.01-0.03	Person appears normal	Relaxation
0.03-0.059	Mild euphoria, changes in social behaviour such as voice and humour enhancement.	Minor impairment of judgment and memory. Lower caution, coordination and concentration.
0.06-0.08	More likely to take risks, lower inhibitions and erratic behaviour.	Affects driving abilities, Motor control uncoordination, impairment of balance, speech, vision, reaction time and hearing.
0.08-0.1	Legally intoxicated in all states; slow reaction time.	Driving at this BAC increases the risk of a fatal crash by 10 times. Colour perception and visual acuity go down. Memory impairment.
0.11-0.2	Over-expressions and emotional swings. Triggers anger or sadness.	Significant impairment of motor coordination and loss of judgement ability. Speech may be slurred, peripheral vision and hearing impairment.

r = "r" is gender constant. 0.55 For females & 0.68 for males.

BAC FACTS:

Fact 1) In general, women have less body water than men of same body weight. Consequently, women achieve higher concentrations of alcohol in the blood after drinking equivalent amount of alcohol as men.

Fact 2) Women have smaller quantity

of the enzyme dehydrogenase that breaks down alcohol in the stomach. A woman absorbs 30% more alcohol into her blood stream than a man of the same weight who has consumed the same amount.

BAC (BLOOD ALCOHOL CONCENTRATION)

MEN = 64 Kg (2 Drinks/Hour)	WOMEN = 64 Kg (2 Drinks/Hour)
BAC = 0.038	BAC = 0.048

LIVE IT OR LEAVE IT!

By Shashank Shekhar, Marketing Services-North

Life is a one way traffic with clear signals; either Green or Red. We just need to identify our path and decide whether to walk that path or to quit. There is no mid-way... Few lines below in this context:

.....

Opportunity comes once in a while, every day we need to travel miles: A mantra that keeps us flying

Live it or Leave it!

I am happy and don't want any more: A thought which damages us to the core

I am satisfied but want much more: A thought which gives us galore

Live it or Leave it!

I want to go the world's way, want to do something as they think and say: A way of living life with confusion

I want to go my own way, want to do something that they like and obey: A way of living life with Passion

Live it or Leave it!

Hard work always pays, it keeps me on my toes and makes me slog during night and days.

Sooner or later it opens many ways

Live it or Leave it!

Leaving is always easier and can be done by any worrier

Living is always heavier and requires a willpower of the warrior

Choice is ours... whether to live it or to leave it!



PICTURE OF THE SEASON

Tarun Chaudhary, VP-Sales, Defence Marketing Division replaced water bottles with a mud pot (Matka) to beat the heat this summer.

DELHI VS MUMBAI: THE EVERGREEN DEBATE

By Ruma Trehan

Delhi and Mumbai, the two glorified metropolitans of India. One the national capital, other the financial capital. One is called the heart of India while other is called the soul. These two places are nothing less than typical siblings fighting to top each other at every game.

Mumbai is the land of dreams, whereas Delhi is undoubtedly the seat of power- a city packed with history and literature. There has always been that playful banter of vada-pav of Mumbai vs the chole-bhature of Delhi. But here are the main differences between the two cities based on several aspects from the eyes of a person whose mind belongs to Delhi but the heart still lies in Mumbai.

SEASONS:-

Delhi has the luxury of seeing all the seasons. The summers are scorching and the winters, freezing. In between, Delhi also gets to experience Spring and Autumn.

Mumbai has one weather throughout the year-Humid. Being on the sea-side, the city experiences hot summers round the year and is super humid during the rains.

Delhi certainly wins as far as the weather is concerned.

TRANSPORTATION:-

Delhi has the metro which offers comfortable, clean, and quick transportation. Metro trains are generally on time. The buses in Delhi have low floor base making them safer and more comfortable. Goes without saying, the Autos in Delhi are a matter of concern. If you do not garner the art of bargaining, you might end up stranded.

Mumbai is well connected by the local trains. However, at peak hours, these trains are chock-a-block, untidy and generally running late. The autos in Mumbai are more dependable and never refuse to run by the meter.

Mumbai scores this time



for the dependency factor.

COST AND STANDARD OF LIVING:-

If we go by general surveys, the cost of living in Mumbai is higher than Delhi. Cost of food is more or less the same in both the cities. While Mumbai offers cheaper transportation, clothing, personal care and entertainment, the cost of accommodation is something that breaks the ceiling. In a broader sense, Delhi is known for its luxurious lifestyle. Though it is struggling to deal with its high level of pollution and smog, the infrastructure

in Delhi is comparatively well maintained. The roads are wider, the houses are spacious in comparison to Mumbai.

Thus, with lesser cost of accommodation and high standard of living, Delhi scores another point.

SAFETY:-

The crime rate in Delhi is very high whereas the safety index is always at a low.

Women safety, corruption and bribery in Mumbai are not such a big concern which scores it another point.

FASHION:-

Both the cities have got distinctive personalities and image of which, the people

of respective cities exhibit. I have experienced both 'dilli ki sardi' and 'bambai ki baarish', and within a year of moving, I had to purge my wardrobe of its Delhi-ness. Yes, that's how different the two cities dress.

In a nutshell—Delhi aspires to embody manicured perfection while Mumbai is extremely comfortable in being casual.

At this point, I cannot objectively pick a winner in this battle. Delhi's sartorial picks are definitely more aesthetically pleasing, but Mumbai is a free spirit who won't follow any rules. So, we have a tie here.

Contest

The answers to the following questions are can be identified from the stories published in this newsletter. Spot the answers and send us your entries by 20th August 2019 to win exciting prizes.

CONTEST 1

- 1) What is the theme of 8PM Premium Black Special Edition Pack?
- 2) Name the two states where Radico Khaitan is at the leadership position in the North Zone.
- 3) Which state is the biggest market for Rum in the East Zone?
- 4) Name the two brands that Radico Khaitan has launched in Kerala recently.
- 5) What was the duration of Vipin Chaudhary's trek to Mount Everest?

CONTEST 2

What is the the legal age for consuming alcohol in the following states?

- 1) Delhi
- 2) Sikkim
- 3) Kerala
- 4) Uttarakhand
- 5) Puducherry

Please send in your answers at meghac@radico.co.in by 20th August 2019. The winners will be drawn out of the pool of correct entries in a lucky draw.

Well, this argument can go on till eternity based on culture, heritage, food, location, the outlook of the people etc. However, at the end of the day, both the cities have their own unique features, with its own unique people making them both as charming as each other.



Caged voices

By **Malavika Manikandan**,
D/O Manikandan KV, COO's Office

The truth I hold, took years to unfold

'Me' never being so bold

Me too is an act

Which nailed the fact

Woes to wail

Will turn to wane

They tell me I have to restrain

For I am a female

I am not allowed to scream my sorrowful tale

Walls, crashes and crumbles

And heart trembled

To break the shackles

For all to tackle

Humiliation exploitation abuse

No more to bruise

So let's spread our wings so wide

And flutter them with pride

To rejoice the being of womanhood

And conquer new heights

With all might to claim our rights

FOR FEEDBACK,
CLARIFICATION,
CORRECTIONS OR PRIZE
COLLECTION, YOU MAY WRITE
TO

MEGHA CHHABRA AT
MEGHAC@RADICO.CO.IN
OR CALL 9990997421

CONTRIBUTE TO THE
NEWSLETTER BY SENDING IN
YOUR INPUTS TO
MEGHAC@RADICO.CO.IN.

Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-2) contests winners.

GENERAL KNOWLEDGE ★★★★ QUIZ WINNERS ★★★★★



Manu Kapoor
IT (SAP) DEPARTMENT, DELHI



Viraj Vithal Shetty
MARKETING SERVICES, MUMBAI



Prakash
IT DEPARTMENT,
DELHI

ABBREVIATIONS ★★★★ QUIZ WINNERS ★★★★★



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