



CAN YOU FEEL THE EXHILARATION?

RADICO KHAITAN IS RANKED THE NO.1 MIDCAP COMPANY AS PER FORTUNE INDIA NEXT 500



We would like to extend our hearty thanks to all our employees, investors and stakeholders for helping us accomplish such a feat. This would not have been possible without your unanimous efforts and support.

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VISIONARIES RADICO KHAITAN LIMITED NEWSLETTER

Dr Lalit Khaitan

CHAIRMAN AND MANAGING DIRECTOR

"It is during our darkest moments that we must focus to see the light." -Aristotle

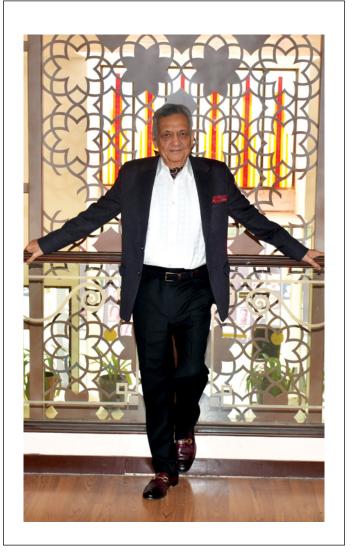
ll this while we were acquainted with this quote but today, we are all living it. Amid the dark times, I am pleased to report that Radico Khaitan has closed the financial year FY2020 with a remarkable operational and financial performance. Despite the lockdown during the latter part of March 2020, we have delivered a robust double digit IMFL volume growth. This is a reflection of our strong brand equity and consumer focused brand portfolio.

The country was under lock down for the entire month of April 2020 and it certainly has impacted all sectors of the economy. We believe it is a temporary phase for our business and after the lockdown is over, we shall return to normalcy soon.

In a period of crisis like this, Radico Khaitan stands in solidarity with the nation and we are humbled to have been able to make our small

contribution to the nation's fight against Coronavirus. In addition to cash contributions, we continue to supply sanitizer to various district administrations in UP and other government agencies.

On the internal management front, the company has taken certain preventive measures to ensure safety of its employees. Most of our manufacturing operations have been equipped with advanced technologies and hence, are fully automated. The workers' involvement is very limited but whoever is involved in such



operations is adhering to the guidelines and SOPs that the government has set for the establishments.

Every employee has to abide by the following:

• Use of sanitizer and frequent washing of hands to ensure hygiene by each and every employee

• Wearing face masks is mandatory for all

• Distancing norms of at least 1 metre within our offices and manufacturing units

• Regular sanitization of manufacturing units, offices and disinfecting all touchpoints

• There is provision for thermal screening which everyone has to go through

We continue to evaluate the impact of this pandemic on our business and remain cautiously optimistic. We have a resilient capital structure and robust brand portfolio to enable us to step towards a brighter and healthier future once this is over. We are adopting a deliberate and prudent approach to our strategy

and it will have a similar ring to those who have seen Radico Khaitan consolidate and grow holistically over the last decade.

Going forward, our objective should not only be to take measures in order to sustain ourselves but also prepare to face any other unforeseen circumstances in the future. Radico Khaitan has come a long way since its inception; I would like to thank each one of you for your contribution and hope for better results in the times to come.



VISIONARIES RADICO KHAITAN LIMITED NEWSLETTER



Abhishek Khaitan

MANAGING DIRECTOR

Dear All,

The world is facing an unprecedented crisis due to COVID-19. The pandemic has hit the global economy and companies across sectors are sadly forced to trim down costs and staff. Business and their dynamics have changed – internally and externally for stakeholders - as a result of the health and economic crisis.

At Radico Khaitan, we managed to keep our spirits high throughout and left no stone unturned to keep the business going. We also kick-started the production of hand sanitizers in March to cater to the primary health authorities and workers and further expanded to bulk supplies to the private establishments.

The Q4 results were announced last month. Even in these tough times, Radico Khaitan has managed to continue the growth momentum and closed FY2020 with an outstanding performance. We are pleased to deliver IMFL volume growth of 12.5%, led by Prestige & Above volume growth of 15.2%. Net Revenue from Operations during FY2020 increased by 15.7%.

As you are aware that we currently have four millionaire brands. At least two more of our brands are approaching the milestone of annual sales of a million case in the near to mid-term. I am also proud to report that the 8PM family of brands has crossed volume of 10 million cases during FY2020.

That's not all, we have been ranked as the no. 1 mid-cap company in Fortune India's "The Next 500" list, the first comprehensive ranking of India's midsize companies. Radico Khaitan has consistently improved its ranking in this list from 60th in 2015 to 28th in 2019 and jumped 27 places to 1st rank in 2020.

The company has always been there for its employees – be it the good times or bad – hence, our only expectation from the Radico family is that we work relentlessly in the pursuit of delivering the best results and grow exponentially. There is absolutely no shortcut to success and nothing but hard work and dedication will lead us to our goals and help us maintain our top spot in the industry.

Each day is a new experience, and challenges are not new in any business. That is what keeps me going, because with every challenge there's something new to learn. I expect each one of you to take challenging times like these as an opportunity to push yourself and drive the company ahead through your immense skill set and out-ofthe-box ideas.

The team should roll up their sleeves to bounce back stronger in the post Covid-19 world. We might face roadblocks on our way ahead, but I am confident that with the pool of talent in Radico it would not be a daunting task.

As we move into FY2021, we will continue to take necessary steps to maintain our robust foundation and financial strength whilst at the same time delivering differentiated consumer experience. We remain confident of our ability to deliver long term value to all our stakeholders.



VISIONARIES RADICO KHAITAN LIMITED NEWSLETTER

Dear All,

e are all in this unprecedented time where we need to lay a new road to future. The world economy is at all-time low, business survival is questionable and the road to recovery is unpredictable. But amid all this, my belief in my country India has strengthened. At the time when all the super-powerful countries are losing out on their people and economy, we stand strong as a robust model to the world owing to our government's exemplary crisis management strategy, promptness and skill. The only certain fact at present is, that when we step out in the world again, it will not be the same place we breathed in before the clampdown.

As you all know, the company stretched its line of business to support the country in these testing times. We expanded to produce sanitizer to cater to the spike in the demand to combat Covid-19. We have always been a socially driven organization and have always served the society with the best of our capability in the time of crisis and this outbreak, was another platform for us to give back to the society. Not only sanitizer, we have also been regularly supplying the essentials to the needy wherever we can and contributing significantly to various COVID relief funds set up by the state governments. We have also concluded the fiscal 2019-2020 on a higher note despite the flat industry growth. This trend of outperforming the industry for the last 3 years consicutively has been made possible by the sheer hard work of each one of you and the strong foundation laid by Dr Lalit Khaitan and Mr Abhishek Khaitan. I am happy to report that we grew by over 12% in the last fiscal against the industry growth of 2.5%. We also have a bigger responsibility to not only maintain the performance but to encroach every space that this outbreak will create in the sector to rise.

A temporary halt of the business is not an alien phenomenon to the people who have been in the liquor business. From prohibitions imposed by the states to the ban on sale of liquor on highways, the business comes across many predicted and unpredicted hurdles but this time it has been an exception not only for us but globally. But something that has always been a constant in such times that we bounce back stronger than ever, and this situation, my dear team is no different.

We are an industry governments rely on for their growth and we, will be no less than economy warriors in the months to come. To repair the business and economy will be in our hands once the healthcare/Covid warriors are done with their job. I do not have an iota of doubt on our capabilities and can confidently say that Team Radico will bounce back like no other and in no time.

On this note, my dear team, I would like to conclude by saying this is the time for us to take the leap into the future alongside fixing the present. The dynamics will change, the demographics will change, and the nature will change. We are all going to take the changes in a positive way and move ahead and emerge with flying colours.



Amar Sinha Chief Operating Officer

Dear Radico Khaitan Team

W ish you all safety and good health! I am writing to you in the most unprecedented of times that human being has ever experienced in their living memories. Comparisons are being drawn that it is worse than the Spanish flu of 1920s. This global health calamity has resulted in an economic crisis that is unprecedented too.

During these trying times, your wellbeing is our highest priority and I urge you to stay at home. Look after your health and take care of your family. In this modern era, we are staying connected with each other using various technology tools. We are also promising open lines of communication should you need support from us.

There is an old saying that every cloud has a silver lining. This pandemic too has its own brighter side. There is a renewed faith in humanity. People have come together in large numbers to display solidarity and to help each other in the most magnanimous way possible. This sense of community will prove essential over the coming weeks and months, not just for India, but around the world.

In the 1980s, both India and China were of similar size in terms of their GDP. Over

the next three decades, China rode the wave of globalisation and became the global manufacturing hub. Today, China is the world's largest manufacturing economy and exporter of goods. The centre of gravity is expected shift from China to India. After the COVID-19 pandemic, India will have the opportunity to build an economy that is more resilient, diversified and attractive to the global OEMs and services as the majority of the businesses worldwide have faced disruptions and economic fallout.

For Radico Khaitan too, this is a bump on the road of success that we have been riding. The economy has lost the month of April 2020 in the lock down and so have we. It is a temporary phase and as soon as this lock down is over, we shall return to normalcy very soon. As you are aware, we closed the last financial year 2020 with a strong doubledigit volume growth whereas the industry growth has been only 2%. Given our strong brand equity and consumer focused product portfolio, we have been gaining market share over the last couple of years. We will continue to do so in the years to come.

During this period, Radico Khaitan stands in solidarity with the nation and we are humbled to have been able to make our small contribution to the nation's fight against Coronavirus. In addition to cash donation, we continue to supply sanitiser to various district administrations in UP and other government agencies.

Today, I take great comfort in acknowledging that our Company is stronger than ever before and ready to face this challenging period. Once this is over, we will step towards a brighter and healthier future. Stay safe and take care of one another.



Dilip Banthiya CHIEF FINANCIAL OFFICER



HEAD OFFICE RADICO KHAITAN LIMITED NEWSLETTER

RADICO NAMED INDIA'S NO. 1 MIDSIZE COMPANY BY FORTUNE MAGAZINE



Radico Khaitan Limited, one of the largest spirits companies in India (referred to as "Radico Khaitan" or the "Company"), has been ranked as the no. 1 midcap company in Fortune India's "The Next 500" list, the first comprehensive ranking of India's midsize companies.

The Next 500 list represents the

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most promising companies in India, outside the Fortune 500. Radico Khaitan has consistently improved its ranking in this list from 60th in 2015 to 28th in 2019 and jumped 27 places to 1st rank in 2020.

The Next 500 compilation is based on the audited financials for FY2019 and includes companies that display the potential to become the largest corporations in India. This ranking improvement is a testament to the robust all-round performance that Radico Khaitan has delivered over the past few years. Revenue of Fortune Next 500 companies during 20152020 period increased by 1.5% but Net Profits declined 21.0%. During this period, Radico Khaitan's net profit increased by close to 30%.

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REPUBLIC DAY Celebrations at HO







IT'S RAINING AWARDS FOR RADICO KHAITAN AT THE MONDE SELECTION QUALITY AWARDS 2020



HEAD OFFICE RADICO KHAITAN LIMITED NEWSLETTER

RADICO KHAITAN'S COVID-19 RELIEF EFFORTS

PRODUCTION & DISTRIBUTION OF HAND SANITIZERS, FOOD PACKETS TO FINANCIAL AID

RADICO KHAITAN RECENTLY PROVIDED RS 1 CRORE TO THE UTTAR PRADESH COVID CARE FUND TO HELP THE STATE GOVERNMENT FIGHT CORONAVIRUS THE COMPANY HAS SUCCESSFULLY DELIVERED 'RADICO 8PM EXTRA STRONG HAND SANITIZER' TO PRIMARY HEALTH CARE AUTHORITIES, GOVERNMENT HOSPITALS AND POLICE STATIONS IN MANY STATES

The county is witnessing a constant rise in the number of positive Coronavirus cases, which is affecting the common man, businesses and the economy as a whole. In the worrisome time of coronavirus outbreak, Radico Khaitan - the largest manufacturer of Indian Made Foreign Liquor (IMFL) in India – has taken a number of initiatives and activities to support the nation.

The spread of coronavirus had triggered panic buying of hand sanitizers, which resulted in the shortage of the product in the market. To combat the situation and in a bid to strengthen the fight against coronavirus, Radico Khaitan initially contributed by producing alcohol-based liquid hand sanitizers. In continuation to its efforts to help the government after providing sanitizers and other necessary products since the beginning of the outbreak, Radico Khaitan also contributed Rs 1 crore to the Uttar Pradesh Covid Care Fund to help the

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state government fight Covid-19.

As part of its Corporate Social Responsibility (CSR), the company has successfully delivered 'Radico 8PM Extra Strong Hand Sanitizer' to primary health care authorities, government hospitals and police stations in a number of states including Uttar Pradesh, Telangana, Hyderabad, Karnataka and Uttarakhand which were in dire need of the product.

The maker of Magic Moments Vodka and Rampur Indian Single Malt Whisky has also been actively involved in daily supply of food packets, distribution of face masks and bleaching powder as part of its relief activities. Some of the other prominent contributions made by Radico Khaitan during these challenging times include:

• Rs 21 lakh to relief fund of Covid-19 through District Magistrate, Rampur- Uttar Pradesh

• Distributing 500L of hand sanitizer (worth Rs 1.5 lakh) free of cost to district



administration, Rampur daily • Supplied thousands of litres of hand sanitiser to the Rampur district administration and several other districts of Uttar Pradesh including Moradabad, Amroha, Mathura and Sambhal to name a few so far

• Distributed face masks, providing free ration and food packets to newspaper hawkers and weaker sections in Rampur

• Distributed over 25Otls bleaching powder to Rampur district administration

• Distributed hand sanitizers to primary healthcare authorities in southern states including Telangana, Karnataka and Hyderabad

While Radico Khaitan has continuously extended its support to the country as well as the public in testing times, it promises to continue producing and supplying hand sanitizers and other necessary products keeping everyone's safety in mind.

MAGIC MOMENTS PRE-VALENTINE'S DAY BASH

Team DMD organised an extravagant bash for the army officers and their families on Feb 1 at DSOI MHOW, Madhya Pradesh. Over 2000 attended the event where we exclusively served Magic Moments Vodka & 1965 Spirit of Victory Rum Cocktails. The show was anchored by Dixika Vanvari also known as Miss D, a popular fashionista and melodised DJ Zuby Majeed.







HEAD OFFICE RADICO KHAITAN LIMITED NEWSLETTER



JAISALMER INDIAN CRAFT GIN AT GIN EXPLORERS CLUB 3.0

aisalmer Indian Craft Gin associated with the India's biggest Gin festival Gin Explorers Club 3.0 held in February at One Golden Mile, Delhi GEC 3.0 was a huge platform for Jaisalmer to engage with the potential customer base since its launch in Delhi. We had also conducted a Master Class for Jaisalmer, which was hosted by the prominent evangelist Yangdup Lama. To create a buzz around Jaisalmer's presence at the festival, the brand also ran a contest on its social media platforms and gave the winner a chance to witness the gin extravaganza. The 3 day affair received the footfall of over 10000 participants each day. Other than the finest selection of International and Indian Gins, Pop-up Gin bars, Food from some of the best restaurants in Delhi, Tasting sessions and workshops there were live acts and DJ sets by Midival Punditz, DJ S A, Sickflip, Lifafa and Nothing Anonymous.

WHATS HOT HOUSE PARTY WITH MAGIC MOMENT

Times Internet (Whats Hot Delhi) in Collaboration with Magic Moments Vodka organized a closed door event for the upscale social media influencers on the occasion of Valentine's Day at Vintage Villa, Gurgaon. Over 100 prominent Youtubers and social media influencers including Shibani Bedi, Aaron Koul and Simar Walia attended this house party.





Strengthening its commitment to promote sports and fitness, Radico Khaitan Limited organised 'Radico Premier League 2020' across Radico units and offices. A ten-day long sports event included activities such as Badminton, Chess and Table Tennis. The pan India sports tournament covered all the regions of the country including Mysore, Hyderabad, Reengus, Rampur and Delhi among others. The tournament kick-started on 17th February and came to an end on 28th February 2020, with its Finale at the Headquarter Office of Radico Khaitan in Delhi. The finale was graced by the presence of Mr. Abhishek Khaitan, MD, Radico Khaitan Limited. Mr. Khaitan distributed the awards to the winners and encouraged all the participants for their enthusiasm and positive approach towards sports. On the occasion, Amar Sinha, COO, Radico Khaitan Ltd said: "Taking the Prime Minister's mission forward for 'Khelo India Movement' we are proud to have successfully organized Internal 'Radico Premier League 2020'. Radico Khaitan has been organising sports tournament in various states for the natives, but this is the first time that we have conducted Radico Premier League, pan India. It was thrilling to see the zest and excitement of our employees who participated in this event. We feel honoured to create such platforms for our employees to showcase their talents and to encourage them to keep up the momentum".



NORTH ZONE RADICO KHAITAN LIMITED NEWSLETTER

UP REGISTERS 10% GROWTH IN Q4

Uttar Pradesh registered 10% growth in the fourth quarter despite the nationwide lockdown in the last week of March. It is for the second consecutive year that the state has continued its market leadership with 32% market share and gain of 2 market share points visà-vis 2018-19.

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UTTARAKHAND REGISTERS 22% GROWTH IN Q4

Uttarakhand's growth for the fourth quarter was 22%. For FY 2019-20, the state achieved a market share of 21.46% with a gain of 2 market share points vis-à-vis 2018-19. Radico Khaitan now stands second in the industry



MORPHEUS XO BRANDY ACHIEVES 44% GROWTH IN FY 19-20

Radico Khaitan achieved 7% growth in the last year even when the entire IMFL industry growth weakened in FY 2019-20 over FY 2018-19. Morpheus XO Brandy witnessed a growth of 44% in FY 2019-20 over last year FY 2018-19.

8PM PREMIUM BLACK, 1965 RUM SALES SOAR

The 4th quarter of FY 2019-20 proved illustrious for the North Zone. Despite disruption of services due to nationwide COVID-19



lockdown, it managed sales of 8.5 million cases against the budget of 8.8 million cases with 96% achievement and 12% growth. Sale of Radico Khaitan's 8PM Premium Black soar last fiscal with 5.2 lakh cases. Additionally, 1965 Rum

- in first full year of launch - created a strong footprint by selling 91k cases across UP, Delhi, Rajasthan and HP.

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JAISALMER INDIAN CRAFT GIN MAKES IT PRESENCE FELT IN NATIONAL CAPITAL

Jaisalmer Gin made its debut at all premium outlets in Delhi and proved a true winner. Its performance in the capital was as royal as its name. Since its launch in December 2019, the brand has been made available at 44 retail



outlets and 45 on-premise outlets across Delhi. Jaisalmer Gin's POSM focussed on highlighting the name in posters, standees and bottle glorifiers which were placed around the outlets to add more prominence to the brand.

PUNJAB'S ANNUAL GROWTH UP BY 28%

Punjab has seen a growth of 57% in Q4 and an overall annual growth of 28%. Over the period, Magic Moments - the No.1 vodka in the country has deepened its roots in Punjab. With ambitious team efforts, M2 & M2F saw an increase in sale by 72% and 97% respectively over last year's Q4.

HIMACHAL GROWTH UP BY 26%

Himachal Pradesh has witnessed a growth of 26% in the financial year 2019-20.



DELHI'S NIGHT OF MUSIC & MAGIC WITH DILJIT DOSANJH AT BOLLYBOOM

Delhi grooved to Diljit Dosanjh's Punjabi tracks at the BollyBoom Event on 2nd February, which was sponsored by Magic Moments. It was pure magic in the air at BollyBoom as 16,000 music enthusiasts from Delhi/NCR came together and tapped their feet to the lively musical beats. Every attendee at the Jawaharlal Nehru Stadium heaped praise on the stellar performance and went back with cheerful spirit.



BOLLYBOOM HOLI BASH WITH A SPLASH OF MAGIC IN ZIRAKPUR

It was a joyful Holi for the people of Zirakpur in Punjab at the Magic Moments-sponsored Bollyboom Holi Bash. The event – which took place at Chimney Heights on 10th March, 2020 – was attended by over 1000 people who thoroughly enjoyed the performances by Money Aujla, Bannet Dosanjh , Amit Uchana, Manpreet Shergill and DJ RMAK. There was a total consumption of 168 bottles of Magic Moments Vodka and 8PM Premium Black at the Holi bash.



WEST ZONE RADICO KHAITAN LIMITED NEWSLETTER

CONSUMER PROMOTIONS IN WEST ZONE



• Magic Moments: Scratch Card Retail Promotion in 350 outlets spread across different areas of the state. On Purchase of every nip of Magic Moments Vodka, a scratch card was given to the consumer who would either win a Tshirt or lap top bag or pen or opener.



• Magic Moments Verve: On Purchase of every quart of Magic Moments Verve Vodka, consumer was gifted a Park Avenue Trance Spray perfume.

• On-premise consumer promotion: A cold drink free on purchase of every nip of Magic Moments in 250 permit rooms



◆ 8 PM Premium Black: A pen free on every nip of 8PM Premium Black Whisky in Madhya Pradesh.



SUNBURN ARENA: HOLI SPECIAL IN MUMBAI AND PUNE

Sunburn Arena Holi festival featuring top-ofthe-line DJs including DJ Chetas and Vini Vici held in Mumbai and Pune on the occasion of Holi. The events witnessed the footfalls of over 10,000 music enthusiasts. Magic Moments vodka is the co-presenting partner with the Sunburn Music Festival.

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| S | Sanjeev Gandotra-13th Feb |
|---|----------------------------|
| A | Sanjiv Suri-27th Feb |
| | Dinesh Hegde-3rd March |
| | Atmaram Parab-5th March |
| H | Rajendran Nair-10th March |
| ~ | Akash Tiwari-20th March |
| 8 | Sankalp Kanitkar-23rd Marc |

WEST ZONE ON-PREMISE ACTIVITIES LAST QUARTER



MUMBAI WITNESSED MAGICAL BOLLYBOOM WITH DILJIT DOSANIH

Mumbai witnessed the Magical Diljit Dosanjh's at the BollyBoom Event on 22nd February, which was sponsored by Magic Moments. It was pure magic in the air at BollyBoom as over 10000 music enthusiasts from the city came together and tapped their feet to the lively musical beats.





EAST ZONE & SOUTH ZONE

RADICO KHAITAN LIMITED NEWSLETTER

East Zone







Magic Moments The Yellow Taxi Project

Magic Moments Music Studio presented Kolkata's biggest music gala of the year The Yellow Taxi Music Project on January 11, 2020 at Nicco Park, Big Lawn, Kolkata. The brand celebrated the aborigines of India and brought together a host of home-grown artists to exhibit the rich folk and culture of the country through their respective genres of music.

This year's artists' line-up at the Yellow Taxi Music Project included the Sufi Delight Javed Ali, Folk Master Mame Khan and Indie Star Darshan Raval and the most celebrated folk rock artist Lou Majaw from Shillong.

8 PM PREMIUM BLACK MUSIC CDS BROUGHT 'UNWIND WITH PAPON' FOR THE FIRST TIME IN GUWAHATI

8 PM Premium Black Music CDs hosted RED Live Unwind with Papon in Guwahati on 7th of March. The event held in Guwahati to witness the joy and enthusiasm of Guwahati people for their own Papon. Commenting on the collaboration Amar Sinha, Chief Operating Officer, Radico Khaitan said "Associating with music festivals has always been our primary endeavour of promoting our brands but associating with a specially curated and customised event for a state is something we have kick-started with this concert. We were thrilled to see that the event received an excellent turnout for Assam's own Papon."



South Zone

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SMOOTH BLEND OF SOPHISTICATION AT THE TIMES BUSINESS AWARDS

Magic Moments Verve (Music CDs) added a smooth blend of sophistication at the Times Business Awards 2020 at North Avenue, Mysore Union Club on 28 January 2020. The brand proudly associated to felicitate the crème de la crème across the city's business landscape for their unrivalled contribution to their respective domain.

On the occasion, Mr Amar Sinha, Chief Operating Officer, Radico Khaitan Limited (The maker of Magic Moments Verve Music CDs) said: We are delighted to



associate with The Times Business Awards 2020. They are the perfect embodiment of what we stand for - distinctive flavour with a confident and sparkling personality. With this association, we celebrate the stories of determination, dedication and willpower of those who have created new benchmarks for their respective industries. We congratulate the winners for bypassing the hardship, challenges and aversions to emerge as the torchbearers of the business comrade.

THE ET POWER ICONS 2020 CONCLUDED IN BANGALORE WITH VERVE AND ZEST.

Creation of an icon takes years of rigorous drilling, hardship and glorification. Much like the iconic journey of Magic Moments Verve Music CDs. To celebrate the journey of stalwarts, Magic Moments Verve Music CDs came together with the ET Power Icon 2020 in Bangalore. An association to felicitate the crème de la crème across the city's business

space for their unrivalled contribution to their respective domain, the glitzy evening was melodised with the Magic Moments Verve Music CDs that symbolises the zest, innovation and the cool quotient just as the winners of these elite awards.





RAMPUR DISTILLERY

RADICO KHAITAN LIMITED NEWSLETTER

THE TIMES OF INDIA

Radico Khaitan donates Rs 1 crore to UP Covid care fund

TNN | Apr 22, 2020, 04.06 AM IST

Rampur: Rampur-based Radico Khaitan has donated Rs 1 crore to Uttar Pradesh Covid Care Fund to help the state governme fight the spread of novel coronavirus.

Director, operation, Radico Khaitan Ltd, KP Singh said the firm had, so far, contributed more than Rs 1.5 crore in Covid-19 relief activities, including the daily supply of food packets, face masks, aprons, bleaching powder and other needful items.

Singh said they were supplying 500 litres of hand sanitiser (worth Rs. 1.5 lakh) to the district administration daily. "Radico has so far supplied about 17,000 litres of hand sanitiser (worth approximately Rs 30 lakh) to the Rampur district administration and several other districts of Uttar Pradesh. The firm has also donated Rs 21 lakh to the Rampur district's Covid-19 relief fund," said Singh.

Rampur district magistrate Aunjaneya Kumar Singh said, "We welcome every contributor who donated money to help fight Covid-19 pandemic. Radico has played a vital role in this fight. Till now, the contributors in Rampur have donated Rs 70 lakh."

RADICO'S CONTRIBUTION TOWARDS UP COVID CARE FUND

R adico Khaitan donated Rs. 1 crore to the UP Covid Care Fund to help the state government in the fight against Coronavirus (Covid-19). In March, the company had donated Rs. 21 lakh cash on behalf of the company and a day's salary of its employees respectively and provided hand sanitizers in bulk every day to the Rampur District Administration.

RADICO MANUFACTURES HAND SANITIZERS TO FIGHT COVID-19 PANDEMIC

In a bid to strengthen the fight against coronavirus, Radico Khaitan manufactured 80% alcohol-based liquid hand sanitizers and donated hand sanitizers worth lacs not only to the Rampur District Administration but also to nearby districts like Moradabad, Sambhal and Amroha. The company is donating 500 litres of hand sanitizers every day to the various District Administration. Radico's 80% alcoholbased sanitizer is as per WHO norms

SESSION ON STRESS MANAGEMENT

Radico Khaitan conducted a daylong training session on "Physical Health" & "Misery to Contentment"-A Complete Stress Management Journey for its employees at RKTC. The session trainer was Mr. Beni



and standard. Apart from sanitizers Radico Khaitan also donated face masks, ration and food packets to the weaker section of the society.



Kinha and all employees from manager level & above took part in it on 13th February, 2020.



E-WASTE MANAGEMENT AWARENESS PROGRAMME

Master Shivraj Khaitan hosted E-Waste Management Awareness programme at Radico Khaitan Training Centre in Rampur on 26th February, 2020. The programme was graced by the presence of Dr. Lalit Khaitan, CMD, Radico Khaitan and Mr. Abhishek Khaitan, MD, Radico Khaitan. The participants received certificates from Mr. Abhishek Khaitan and Master Shivraj Khaitan for donating E-waste in the awareness programme.



WORKSHOP ON COVID-19

Radico Khaitan organised a workshop to create awareness among its employees about Coronavirus. It took a similar initiative in Rampur as well. To ensure safety and proper hygiene, Radico has started sanitizing activity at all entry and exit points of its offices.



MEDIA PERSONS HONOURED FOR DEDICATION DURING CORONAVIRUS PANDEMIC

Radico Khaitan Limited honoured media persons for their dedication and hard work in the challenging times of Coronavirus. Food items were distributed as a token of appreciation by Radico Khaitan along with the Rampur District Magistrate.



RADICO NV DISTILLERIES

RADICO KHAITAN LIMITED NEWSLETTER



FAMILY TIME! A family get-together was organized for the employees of RNV, Aurangabad on February 16th 2020 to celebrate the special bond between the families of the employees.



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TRAINING SESSION TO ENHANCE PRODUCTIVITY

Radico NV Aurangabad organized a training session for the employees concerning the health and productivity on March 11, 2020. The training was provided by the expert in the field Dr Yogesh Jain.

ROUTINE MOCK DRILL AT RNV, AURANGABAD

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COVID 19 AWARENESS PROGRAMS AT RADICO NV DISTILLERY

A string of awareness programs and workshops were organized to educate the employees on effective management of the pandemic outbreak in their day-to-day routine. The programs were focused on a range of topics including social distancing, personal and workplace hygiene.



INTERNATIONAL WOMEN'S DAY Celeb tations AT RNV

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On the occasion of the International Women's Day on March 8th, 2020, Team RNV celebrated the spirit of women at the office campus with the local police officials being the chief guests.





BEYOND BUSINESS

RADICO KHAITAN LIMITED NEWSLETTER



Vinod Budhiraja

इस lockdown से होना नहीं आप बोर सडकों पे देख़ो, कितना कम है शोर Family Bonding की कमज़ोर पड़ रही थी डोर इंसान भाग रहा था, दिल माँगे More Family Time **ने हमें** खींचा, car से संस्कार की ओर इस रजनी के बाद, जल्द ही

होगी भोर ।

माफ़ नहीं करते थे जो, छोटी सी भी जी हाँ, तब और अब खता बदल गया जैसे सब जैसे कछ और चाह रहा है रब ज़माना बदला, fashion बदले, नाम बदला हर काम, हर ढंग बदला का पता ख़त बन गये ...Email खेत बनेfarm क्या रह गया उतना ही charm? सिखाते रहे वर्षों ...ये करो, ये करो

पलों में सब सिखा गया Carona

ऐसी विश्व महामारी का, तो उनको भी नहीं था पता गुम हो रहे थे, करते जा रहे थे ख़ता Carona ने दिखाया अपने ही घर Car, जहाज़ और Restaurant जैसे बन गये थे दोस्त permanent दिशा में साधा पैसे का उपयोग रह गया आधा

Virus का ये घोर दंगल, कब होगा फिर से मंगल

कलियुग केवल नाम अधारा ! सुमिर सुमिर नर उतरें पारा!!

करतें है प्रार्थना, सब अब तो सुन ले पुकार रब

ATTAGIRL!

icha Tandon and her sister, Advocate Bhavya Tandon, bagged the Best Social Message Award alongwith a cheque of Rs. 27000 in their 1st car rally - Times Women's Drive which is stated to be the world's biggest all women car rally in TSD (time, speed and distance) format.

Times Women's Drive - an initiative by The Times of India Group that started in Mumbai in 2009 had its new chapter-TWD-North this year from New Delhi to Jaipur on 29th Feb, 2020. Amidst much fanfare and pomp, Hon'ble Minister of Youth Affairs and Sports, Kiren Rijiju flagged off the car rally that had 150 teams, and over 300 participants.

The winning team members, the sister duo Richa and Bhavya, had their wine red Honda Jazz hatchback decorated with balloons, tassels and messages in support of and to spread awareness about the LGBT+ community. Apart from being festooned with balloon and a huge rainbow flag on the top, it was plastered with posters on the sides with the slogan "We Stand Together" and "Long Live the Queer" set against a rainbow background. This team was sponsored by OneYearMBA. co.in

The duo never expected to win any award. On the occasion, Richa Tandon said, "Our social message/ theme LGBTQ-'We

Feel for you. We Drive for you', we thought was bold but probably too controversial, but to everyone's surprise, I was proven wrong when we they gave us the 'best social message award' and showed their bold and gallant support to the community. Bhavya is very supportive of this community. She's done pride parades in Edinburgh before. That's how the idea came.

we had all eyeballs. People were coming to our car and getting selfies clicked, unceasingly. And the best was when we realised that some gays were coming and appreciating, but the magic moment truly was when on the road, they were giving us flying kisses, when cops and random strangers and toll guys were doing thumbs up to show their strong support."

Each car in the rally had



Overwhelming- is an understatement. The first appreciation came at 2:30 am in the night when we were decorating the car just the night before the event, and a car full of old uncles and aunties were driving pass by and stopped, I was a bit scared that they'd show discomfort or resentment, but they said "Wow, All the best, May the pride flag fly higher! That gave us our first confidence. Next, when we reached Siri Fort (flag-off point) in the morning,

a theme and a message. The ones that stood out were Breast cancer, Blood donation, and menstrual hygiene to name a few.

Bhavya termed the drive as "one of the most amazing experiences" she ever had. "Ever since my first pride parade in 2019 in Edinburgh, I want to work for the community till our society accepts them completely. It was just a small step we took, but definitely a courageous one," she added.



GENERAL KNOWLEDGE

What rank did Radico 1) Khaitan secure on the list of top next 500 companies in India by the Fortune Magazine?

2) How many awards did Radico Khaitan win at the the Monde Selection Quality awards 2020.

3) What product did Radico Khaitan introduce to help combat the pandemic situation in the country?

4) What product did we exhibit at the Gin Explorers Club 3.0?

CONTEST 2:

Unjumble these following words that we have been using often at the time of Covid 19 outbreak.

- 1. Orovacrusin
- 2. Danpmice
- 3. Knowdcol
- 4. Kerbauto
- 5. Ascemfak
- Ratinguaen 6.
- 7. Niashatinzerd

Please send in your answers at meghac@radico. co.in by 5th July 2020. The winners will be drawn out of the pool of correct entries in a lucky draw.



RADICO IN NEWS RADICO KHAITAN LIMITED NEWSLETTER



Radico Khaitan, Pioneer industry earlier known as Rampur Distillery, is amongst the oldest & largest manufacturers of IMFL in India with brands like Rampur Whisky, 8PM Whisky, Magic Moments, Vodka, Contessa Rum & Old Admiral Brandy in its brand portfolio.

With rich history of 75 years, Radico Khaitan continues to set the pace for today and shape the business outlook for tomorrow. The company has been successfully building its brand equity in international markets and currently exports its products to over 85 countries...

For the past 15 years, Radico Khaltan has been at the forefront of working towards the betterment of the society and for the social good under their CSR framework

In a formal conversation with Payal Prashar, Associate Editor – CompanyCSR group, Dr. Lalit Khaitan, Chairman & Managing Director – Radico Khaitan Limited spoke on various important issues of Sustainability and how Radico is able to strike a balance between Profit & CSR.

31st January-Company CSR- Interview with DR. Lalit Khaitan, Radico Khaitan Limited

Liquor Cos to Seek Licence for Sanitisers

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product line besides alcoholic beverages. King hand samitiser wante Amtexe the Arun Kunar Pransa, president of Karna- it-Boased subsidiary of Anbueser Buss taka Bewers and Distillers Association. Bev that makes Budweiser beer, said I (BBIA), said it has unged member distill— use ean of its bewerstein to produce h erstos supply 500 litres of hand sanitiser for milion sanitiser bottes for public h free per distiller, subsequent to which talts of high the spread of coronavirus.

23 Mar, 2020- The Economic Times- Liquor Cos to seek licence for Sanitizers



24 MARCH 2020 Last Updated at 9:19 PM | SOURCE: PTI

Coronavirus: Liquor majors Diageo, Radico to make hand sanitisers now

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Mumbai, Mar 24 (PTI) Led by market leader Diageo, the liquor industry is joining hands with state governments to fight the coronavirus pandemic by manufacturing and supplying hand sanitisers.

The coronavirus pandemic has led to a high demand for sanitisers as hand washing is an effective way to keep the infection away.

Liquor companies like Diageo and Radico Khaitan have decided to stop bottling alcohol at some of their plants and instead make hand sanitisers following an appeal by the government and a promise to give them the needed permits.

24 Mar, 2020-Outlook- Coronavirus: Liguor majors Diageo, Radico to make hand sanitizers

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| 24 Mar. 2020-Busin | ess Standard- Coronavirus: Liquor | The programments is drowness promising why description in a strain provide the provided of the | Taxi Music Project |
|--|---|---|--|
| Strong IMFL performance boosts Radico Khaitan's Q2 | appeal by the government and a promise to give them the needed permits. | 1: state indexisty states of the state is | 9th January, 2020- This Week India -Magic Moments Music Studio Brings The Yellow |
| USL board approves proposal to merge Pioneer Distilleries with company | Liquor companies like Diageo and Radico Khaitan have decided to stop bottling alcohol at some of their plants and instead make hand sanitisers following an | Existing registrice of ROBE Were all all Provide that Pro | artists to exhibit the rich folk and culture of the country through their respective genres of music. |
| Radico Khaitan Q2 net up 58 pc at Rs 79.94 crore | for sanitisers as hand washing is an effective way to keep the infection away. | the leaver duck in the starts and the dependingence. The start and the s | most awaited music gala The Yellow Taxi Music Project on January 11, 2020 at Nicco Park. Big Law Kolkata. The brand is all set to celebrate the aborigines of India and brings together a host of home-gro |
| Radico Khaitan Q3 net profit up 13 pc to Rs 59.74 cr | The coronavirus pandemic has led to a high demand | Las fator, Sendh Sinka . MAY AFFECT TEST-MARKETING we shall the commerce . A ANNU THE THE MARK . THE ANNU THE THE MARK . A ANNU THE MARK . A ANNU THE MARK . A ANNU THE THE MARK . A ANNU THE MARK . A ANNU THE THE MARK . A ANNU THE MARK . A ANNU THE MARK . A ANNU THE THE MARK . A ANNU THE MARK . | 9th January 2020, Kolkata: Magic Moments Music Studio from the house of Radico Khaitan brings Kolkat |
| Radico Khaitan to manufacture hand sanitizer | joining hands with state governments to fight the coronavirus pandemic by manufacturing and supplying hand sanitisers. | Lower duty-free quota to hit high-end brands | |
| ALSO READ | Led by market leader Diageo, the liquor industry is | | Posted By This Week India on Jan 09.2020 |
| | | Coronavirus outbreak | Magic Moments Music Studio brings the Yellow Taxi Music Project to Kolkata |
| f У in ব 🛨 | 📀 🗢 🖾 🔂 | 22 Mar, 2020- LiveMint- Liquor company turns sanitizer maker amid | |
| Press Trust of India Mumbai Last Updated at March 24, 2020 21:20 IST | | expand the use of extra neutral alchohol (ENA) at its Rampur distillery into the production of hand sanitizer | |
| sanitisers no | w | Radio Khaitan, that makes 8 PM whisky and Magic Moments Vodka, to | Signature Reserve Indian Single Mult Whisky |
| Coronavirus: Liquor majors Diageo, Radico to make hand | | 2 min read . Updated: 22 Mar 2020, 09:46 PM IST Supera Tandon | October, 2019- Ambrosia- To mark 75 years of Rampur Distillery, Radico Khaitan launches 'Rampur January 2020- India Today- Number One (Rampur) |
| Coronarima | Liquor majore | amid Coronavirus outbreak | |
| •••••• | ••••••••••••••••••••••••••••••••••••••• | Liquor company turns sanitizer maker | Reg Por Transmis |
| | | Hand sanitizer and protective masks are displayed for sale at a pharmacy in New Delhi. (File photo: Bloomberg) | Ange Ander Machangertz Marchen Marken Marken Marchen Marken Mar |
| 22 Mar, 2020- Outlook- | Radico Khaitan starts producing hand sanitizers | | i and the field of |
| | llery in Rampur into the production of hand able at the retail stores in a few days. | | |
| | t has started to expand the use of "Extra Neutral | | Demonstration and any second sec |
| said it has started to produce | | | Kindle with a start and the start of the sta |
| New Delhi, March 22 (IANS | 5) Spirit manufactures Radico Khaitan on Sunday | | There is a party of the second and t |
| Radico Khaitan starts produc | ring hand sanitizers | | To Mark 75 years of Rampur Distillary. Radio Khadan launches Rampur Störkung Reserve Indian Single Mait Winsky |

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RADICO IN NEWS RADICO KHAITAN LIMITED NEWSLETTER

Brotherhood. Courage. Honour. Glory



batch mates to the www n account of a gray-haired man look-at his 19-year old self who fights his in 1965. This is a story told, as it was – na tear jerking, anjit Singh Sandhu postpi ogether by few hours to ~ chivalry stayed with es from the Indo-Pak

o. 1965, I had completed first year of as a 2nd Lieutenant in the 7th alry". On the 4th of September Cavalry". On the 4th of September when we were inspecting our new we got a visitor from the Army Head-rs who told us to prepare to go to

; as a young man in the war for the first didn't you feel scared?" we gingerly

let out a smile and said reminiscing, see, when you are under shelling for the ime, a lot of thoughts come to your Suddenly you are staring at death in ce, and I'd be lying if I say that I wasn't

skin. What happened to him? "He died on the night of the cease-fire", 1995 by the state of the sta 1965

when india receptured Dograi on the night of cease fire. It was on the night of the cease-fire that he suffered his first major loss at war. His Squadron Commander was sent to a location away from the squadron. They were con-stanty updating each other over the radio. "But after 11 pm there was no communica-te from his?" Commit four initiation.

to protect the nation but come back cover in the the colour dag numbed. "I have lost 50% of my back makes to the war", he val with choked voice. "You're axsigned a job and you do it to the best of your ablight", he val choising his non-tabiga box for the dag. It was an Anonot to meet a main who sym-bolises Brothenbod, Courage, Honour and Golary and 1955 salitest the sign of dien Sandha and the Indian Keny for their contri-butions to be will of the nations.



रेडिको खेतान का नेट

प्रॉफिट 13% बढ़ा नई दिल्ली: शराब कंपनी रेडिको खेतान का कंसॉलिडेटेड नेट प्रॉफिट दिसंबर तिमाही में 12.97 पसेंट बढ़कर 59.74 करोड़ रुपये पहुंच गया। कंपनी ने बीएसई फाइलिंग में गुरुवार को बताया कि पिछले वित्त वर्ष की इसी तिमाही में उसे 52.88 करोड़ रुपये का नेट प्रॉफिट हुआ था। तीसरी तिमाही में इसकी टोटल इनकम 2,013.6 करोड़ रुपये रही, जो एक साल पहले 2,061.12 करोड़ रुपये थी। रेडिको खेतान के चेयरमैन और मैनेजिंग डायरेक्टर ललित खेतान ने बताया, 'रेडिको खेतान का ऑपरेशनल और फाइनेंशियल प्रदर्शन एक बार फिर बढ़िया रहा। कंपनी का इंडस्ट्री से आउटपरफॉर्म करना बरकरार रहा, जो हमारे मजबूत प्रॉडक्ट पोर्टफोलियो की गवाही देता है।' इसके शेयर बीएसई पर 358.45 रुपये के लेवल पर बंद हुए जो पिछली क्लोजिंग से 1.63 पर्सेंट कम है।

24 January- The Economics Times (Hindi) – Radico Khaitan Q3 net up 13%

| भास्कर न्यूज | 🗖 द स्पिरिट ऑफ |
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| लखनऊ। 1965 'द स्पिरिट ऑफ | AND A DEPARTMENT OF A DEPARTMENTA DEPARTA DEPARTA DEPARTA DEPARTA DEPARTA DEPARTA DEPARTA DEPARTA DEPA |
| विक्टरी (म्युजिक सिडीज) ने | विक्टरी के द्वारा |
| अवध महोत्सव के साथ आयोजन किया है जो 30 जनवरी को होगा। | शहीदों को दी |
| इस साझेदारी में 1965 स्पिरिट ऑफ | ত্তাएगी প্রব্ধাঁতালি |
| विक्टरी म्युजिक सिडीज द्वारा शहीदों | No. of Concession, Name |
| को श्रद्धांजलि दी जाएगी और हमारी मातभूमि की रक्षा में निस्वार्थ | सम्मान अतीत में गीतकार खय्याम उस्ताद अमजद अली खाँ औ |
| योगदान देने वाले सैनिकों का | उस्ताद अमजद अला खा आ अभिनेत्री हेमा मालिनी को दिया गय |
| सम्मान किया जाएगा। | है। रेडिको खैतान लि. के सीओउ |
| इस महोत्सव में बॉलीवुड के दिग्गज | अमर सिन्हा ने कहा, "देश व |
| गायक सोनू निगम, भारतीय सांस्कृतिक गीतों की गायिका | बाहरी और अन्दरूनी खतरों से औ आक्रमण से सुरक्षित रखने में सेन |
| मालिनी अवस्थी और दाश्तांगो | अहम भूमिका निभाती है, अगर हा |
| हिमांशु बाजपेयी तथा गजल गायक | अपने घरों में सुरक्षित लगता है त |
| हसन कामी और ताहीर फराज जैसे अन्य कलाकार भी शामिल होंगे। | इसका कारण यह है कि हम जान है कि हमारी रक्षा के लिए वर्दी पह |
| सूर्या सभागार में होने वाले इस | हुए ये लोग व्यक्तिगत बलिदान देने |
| महोत्सव में सोनू निगम और मालिनी | के लिए खडे होते हैं। 1965 यद वे |
| अवस्थी को नौशाद सम्मान दिया जाएगा। अपने-अपने क्षेत्रों में | योदाओं को समर्पित उत्पाद क निर्मिति हो जिसमें सशस्त्र दलों वे |
| योगदान के लिए कलाकारों को | लिए ही सेवा दी गई हो या शहीद |
| नौशाद सम्मान दिया जाता है और | के परिवारों के कल्पाण में योगदा- |
| हिंदी फिल्मों की दुनिया के महानतम संगीत निर्देशक और लखनऊ के ही | हो, हमेशा से यह हमारी प्रतिबद्धत रही है कि हमारे प्रयासों में हम हमारे |
| रहने वाले नौशाद अली की स्मृति में | संरक्षकों को सबसे अधिक महत्व |
| यह सम्मान दिया जाता है। यह | देते रहेंगे। |

Radico Khaitan Q3 net up 13% OUR BURFAU

Rengibiru, January 23 Radico Khaitan, in a filing with the BSE, said it registered a 12.97 per cent rise in consolidated net profit to ₹59.74 crore for the third quarter ended December 31, 2019. The liquor maker had reported a net profit of ₹52.88 crore for the corresponding quarter of the previous fixed.

fiscal. Total income stood at \$2.013.46 crore for the quarter under review, compared to \$2,061.12 crore for the same period a year ago. The Radico Khaitan scrip slipped 1.63 per

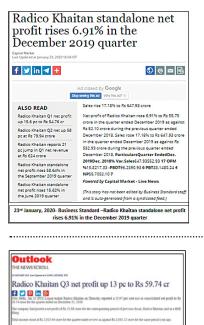
cent on the BSE to close at ₹358.45 on Thursday.

24th January- The Hindu Business Line-Radico Khaitan Q3 net up 13%



JANUARY-MARCH 2020

23 January- Bloomberg Quint- Radico Khaitan's Q3 consolidated net profit up 13%



 Nastan has delivered another quarter of a strong operational and financial performance. The company continued from the industry which is a testament to our solvar product periodice, strong brand equity and consumer regality," Radi tan Q3 net up 13% to 59.74

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Digital Media XI, TOI enter

Media Cup Twenty20 semis

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- 200 (20)

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at the Pt Rass Silver

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BEYOND BUSINESS

RADICO KHAITAN LIMITED NEWSLETTER

Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-1, volume 2) contests winners.

GENERAL KNOWLEDGE



Vivek Shrivastava



Vishal Kumar



Kapil Kumar



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



S P Pandey

GENERAL KNOWLEDGE



Ramesh Khatanhar



Nikhil Saluja