



Radico

# NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL



I would like to start with thanking each one of you for your continuous efforts to make Radico a market leader and wish a very successful 2019 in every way.

Radico Khaitan has effectively maintained its accelerated growth path and has emerged as the preferred choice of customers across different categories. Today, Radico Khaitan's brand portfolio comprises of the finest products and brands that cater to every taste preference and offer superior value in every segment.

With the constant corporate developments in the sector, the industry is focused on premiumization and enhancing consumer awareness towards high end brands. Although sales volume is a key driver,

profitability at a brand level is also of utmost importance. Amid the changing environment, Radico Khaitan's longstanding and successful premiumization strategy has paid off well and will improve the company's revenue and profitability in the future as well. The newly launched premium brands have been well received with encouraging feedback from consumers and trade channels.

I am hopeful that we will redefine customers' experience and will set a new benchmark with our future offerings.

I therefore, seek continues support and encouragement of our employees and extend my thanks to our well-wishers.

**Dr Lalit Khaitan**

CHAIRMAN AND MANAGING DIRECTOR





**Mr Abhishek Khaitan**  
MANAGING DIRECTOR

I take this opportunity to thank our valued employees for entrusting us with their confidence and commitment. I am happy to report another quarter of strong performance led by Premium category volume growth of 18.5% y-o-y during Q3 FY2019. A higher contribution from the Premium category brands coupled with price increases during the last year resulted in significant profitability improvement during FY2019. EBITDA margin during the quarter improved by 170 bps to 17.2% compared to the same period last year.

I am pleased to announce that Magic Moments Vodka commands over 55% share of the overall Indian Vodka market across all categories. With the changing consumer preferences and demand dynamics, flavoured vodka has grown at a faster pace and is further expected to grow faster than the overall vodka industry where Radico Khaitan is strongly positioned to capitalize on the industry opportunity with Magic Moments Remix and Verve Flavours. A TV campaign for our Magic

Moments Vodka was also launched during October 2018 with our new brand ambassadors and celebrities Jacqueline Fernandez and Kartik Aryan. The campaign has been widely acclaimed and has also been awarded the campaign of the year by 'Spiritiz' magazine.

In line with our marketing strategy, we have signed an endorsement deal with Bollywood star and India's youth icon Tiger Shroff for our 8PM Premium Black whisky.

To drive sustainable and profitable growth we will continue to make investments in our premium brands and new product launches. Going forward with this, we generated strong free cash flow which enabled us to reduce our net debt by Rs. 76.87 Cr in Q3 FY19 alone. Strong cash flows and profitable growth led by premium volumes remains the core of our strategy.

Radico is committed to provide innovative and world class products to our customers of the highest standards of service.

### My Dear Team Radico,

At the outset, let me wish you and your families A Very Happy and Prosperous 2019. I sincerely hope that the year 2019 is going to be full of positive news for Radico.

Few months ago, Radico Khaitan launched a 360-degree campaign to introduce Kartik Aryan & Jacqueline Fernandes as our new Brand Ambassadors for Magic Moments Vodka. In this campaign, a new TVC was launched which revolved around how two strangers meet in Budapest and they create some memorable moments as they explore the city together. The major focus was on how one should not waste time in life, and create memorable and magical moments. Hence, to follow the same idea, we are happy to introduce 'Radico Khaitan Limited Newsletter'. This quarterly newsletter will be a platform for us to share the wealth of moments.

We have to focus on building our sys-

tems and processes in line with the size of our business. This initiative is a small step towards strengthening the communication system. Let us work with pride and contribute to it. Whatever we do in our day-to-day activities should make us feel proud of being a part of this great organisation.

My commitment to lead the team to new heights with renewed vigour stands strong and firm. I am sure I can count on the support of each and every member of the team. TOGETHER, we will make a strong place in the spirits industry.

Before I end, I want to thank each and every one for all your support and commitment in the year gone by. You have been a remarkable team and I am lucky to be leading it.

Once again, wishing each and every one of you and your families a great new year 2019.



**Mr Amar Sinha**  
CHIEF OPERATING OFFICER



## JACQUELINE AND KARTIK, THE NEW BRAND AMBASSADORS FOR MAGIC MOMENTS

Magic Moments roped in actors Jacqueline Fernandez & Kartik Aryan as the brand ambassador. A 360 degree brand campaign was rolled out with a TVC featuring Jacqueline and Kartik in Budapest. The TVC was played across platforms as a part of the campaign and received an overwhelming response from the audiences and consumers.

## TIGER SHROFF TO PROMOTE 8 PM PREMIUM BLACK WHISKY

8Pm Premium Black got Tiger Shroff on board as its Brand Ambassador. Tiger will be featuring shaking a leg in a music video of our 8pm Premium Black Brand. A 360 degree brand campaign is also being planned with the brand Ambassador.



## RADICO KHAITAN LTD. CONTRIBUTED TO “SWACHH BHARAT MISSION”



Radico Khaitan Ltd. contributed Rs. 51 lakhs towards Uttar Pradesh CSR Initiative “Swachh Bharat Mission”. This contribution will be utilized in building 425 Toilets in Rampur. Our Honorable Chairman was a key speaker at the CSR Conclave hosted by Uttar Pradesh government on 11th September at Lok Bhawan. It was inaugurated by the Hon’ble Chief Minister of Uttar Pradesh, Shri Yogi Adityanath and the draft of Rs. 51 lakhs was handed over in person to the Chief Minister.



## NEW VARIANT OF RAMPUR SINGLE MALT LAUNCHED IN INTERNATIONAL MARKETS

The International Business team launched a special edition of our prized possession Rampur Indian Single Malt in United Kingdom and France last quarter. The limited edition called Rampur Indian Single Malt Sherry PX is the second variant of the brand Rampur Single Malt.





## RADICO KHAITAN TIES UP WITH SUNBURN MUSIC FESTIVAL

Radico Khaitan partnered with Sunburn Music Festival, the biggest Electronic Music Festival in India for the second year in a row. It hosted over 15 city festivals and arenas all over the country and one main festival in Pune. The platform gave our brand Magic Moments a great visibility and offered a platform to showcase the brands to the right target group. The artists line up included world renowned DJs like Axwell & Ingrosso, Armin Van Buuren, Dj Snake, Alan Walker, Don Diablo, Vini Vici, Salvator Ganacci, Krewella among many others.



## JAISALMER INDIAN CRAFT GIN LAUNCHED IN THE UNITED KINGDOM

Jaisalmer is exclusively available at the Whisky Exchange and rolling out to retailers throughout the UK. Jaisalmer Gin's signature drink celebrates the origin of the Gin & Tonic in British Colonial India, where Indian Tonic Water made with quinine was first created and used to combat malaria in the 1800s. Jaisalmer Indian Craft Gin is handcrafted in a traditional copper pot still in small batches by master distiller Anup Barik at Rampur distillery.

## CFO SPEAKS

“The pace of the debt reduction for Radico Khaitan Limited will be faster in 2018-19 and 2019-20 and by 2021, we will be a debt-free company. After the repayment of that, we are going to consider the better dividend payout and creating shareholder value by the best possible means.”

“The company has a very strong balance sheet. We have a very robust business model and we are there to capture the growth in the Indian economy.”



**MR DILIP BANTHIYA**  
CFO

Santa Clause made an appearance at Radico Head office on the 25th December. He brought in lights, joy and a lot of goodies. A secret Santa game was planned for the employees that saw a huge participation from across departments.







## FIFTH EDITION OF SPIRITZ ACHIEVER'S AWARDS

Another proud milestone for Radico on winning five awards at the 5th edition of spiritz achiever's awards. The award function took place on November 15th at the Pullman, Aerocity. Here is the list of awards that we were honoured with:

- 'Label Of The Year' in premium IMFL category - Whytehall Brandy
- 'Packaging Of The Year' in premium IMFL category - Morpheus Blue Xo
- 'Bottle Of The Year' in premium IMFL category - Magic Moments Verve
- 'Advertisement Campaign Of The Year' - Magic Moments
- 'Leader Of The Year' - Mr Amar Sinha



Magic Moments partnered with Delhiites Magazine to host **Magic Moments Music Studio Food And Nightlife Awards 2018**. The award function was held on 26th November at The Lodhi Hotel and was attended by crème de la crème Of The Delhi-NCR food and nightlife industry.



### OBITUARY:

Suryakant, (42), died on 14th November, 2018 at office in Delhi, after a cardiac arrest.

Suryakant was born on 21st July 1976 in Kanpur. He was an IT specialist on the rolls of Hitachi, deputed at Radico Khaitan Limited (HO).

He is survived by his wife, Savita and 2 Children.

We at Radico miss his presence every day. May the family gets the strength to deal with this loss.



To prevent the harassment against women at workplace, the HR team organised a workshop on **Prevention Of Sexual Harassment** at the head office on December 25th, 2018. The workshop was conducted by corporate coach Amit Pandey and associates and was attended by over 50 employees.



### Diwali at Head Office

The head office celebrated Diwali on 4th and 5th of November, 2018. A host of competitions and activities were organised by the cultural committee led by team HR and Administration. The most talked about competition was Mr and Ms Radico where Saurabh Singhal from production team was bagged Mr Radico 2018 and Jyoti Negi from administration team was named Ms Radico 2018. The show stoppers were Dr Lalit Khaitan and Mr Abhishek Khaitan. The father-son duo used Rampur Indian Single Malt as a prop which become a rage among other participants. Other activities that stole the limelight were tambola, lucky number 7 and office decorations.



### 8 PM PREMIUM BLACK LAUNCHED IN PUNJAB



8 PM Premium Black made an entry in Punjab market in December 2018. In the first month alone, primary sale of 1205 cases of the brand was done. A range of marketing activations were done with innovative displays at the retail outlets to introduce the brand to the consumers

### NEW PACKAGING AND SKUs FOR 1965

1956 Premium XXX Rum was launched in Rajasthan in the new mono-carton packaging of the quart and all SKUs in December 2018. Within the first month of the launch, primary sale of 2108 cases was achieved. The brand received an encouraging response from the consumers.



Pluton Bay rum's volumes tripled from 7425 cases to 18566 cases as compared to last year in the state of Uttar Pradesh last quarter. A series of creative display designs were revealed at the retail outlets to promote the brand.

Magic Moments Electra 4.8 launched in Delhi and Rajasthan last quarter. Agent Orange, Cosmopolitan, and Mojito Flavors were seeded in Delhi whereas cosmopolitan, appletini, mojito and agent orange are available in Rajasthan market. The product is already a hit among women and youth.



Sunburn Arena was held in the pink city Jaipur on 16 December, 2018. The event was attended by over 5000 electronic music enthusiasts. Magic Moments was an associate partner of the event.



In order to push the sales for our brands at retail outlets, a host of innovative display designs were created to entice the customers in the North zone.







## SALES ROUND UP: WEST ZONE

The West Zone recorded highest ever primary sale (1,71,441 C/S) In Dec'18 breaking its own record of 1,40,150 C/S in Nov'18. They also made happen the highest ever secondary sale of 1,57,127 C/S

in Dec'18. The previous best was 1,46,148 C/S in May'18.

Maharashtra's contribution alone to this was 1,00,101 C/S in primary sales and 90,994 C/S in secondary.



## SUNBURN MUSIC FESTIVAL, PUNE

The Biggest Electronic Music Festival of India, Sunburn was held on 29th-31st Dec 2018 at Oxford golf resort, Pune. It received a footfall of over 80000. Magic

Moments tied up with Sunburn as an associate partner in 2017 for the first time and received huge visibility and trial generation for its brands.



The new Magic Moments brand campaign Featuring Jacqueline Fernandez & Kartik Aryan was unleashed via visibility campaign in the West Zone.





The team that attended Sunburn Music festival in Pune was facilitated by the chief operating officer Mr Amar Sinha on 30th Dec 2018 at Copa Cabana, Pune. The dinner was attended by RPC heads and the Marketing team.

## BIRTHDAYS

- Viraj Shetty - 1st Oct
- Pranav Shah - 11th Oct
- Vijay Singh Thakur - 24th Nov
- Ramesh Khatanhar - 30th Nov
- Santhosh Chavan - 8th Dec
- Rudesh Kaskar - 14th Dec
- Kush Kher - 14th Dec

## DISTRIBUTORS MEET IN PUNE

The Chief Operating Officer Mr Amar Sinha, on his trip to Pune for Sunburn Music Festival, met the distributors of Maharashtra on 29th Dec 2018 at Sayaji Hotel, Pune. The evening was concluded by a powerful speech by Mr Sinha that pumped in the energy to excel among the stakeholders and teams.



## 8 PM PREMIUM BLACK ENTERS MP & CG MARKETS

8 pm Premium Black launched in Madhya Pradesh on 15th Sept 2018 & Chhattisgarh in Aug 2018.

Cg- Ytd primary sale was recorded 22575 C/S... Ytd secondary sale is 17583 C/S.

Mp- Ytd primary sale is 3946 C/S... Ytd secondary sale is 2346 C/S. window visibility and bar promotion for the same was done to introduce the brand to the consumers



Mumbai witnessed three Sunburn local Festivals this season with an artist line up of Jonas Blue, above&beyond, Yellow Claw, Kristiannairn, Moksi, and Dj Malaa. Sunburn City Festival on 6-7 Oct

2018 At Jio gardens, Mumbai.

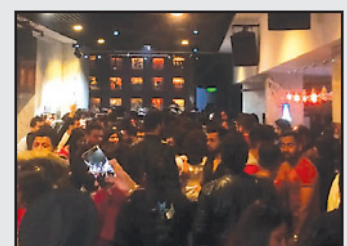
Sunburn Arena festival on 10th Nov 2018 at Mahalaxmi Race Course, Mumbai

Sunburn Arena Festival on 13th Dec 2018 at high street Phoenix, Mumbai.

The first Magic Moments Club Nights took place in Mumbai on 14th Dec 2018 at Bombay cocktail bar. The activation got an overwhelming response from the attendees.



The First Magic Moment Club Nights happened in Pune on 21st Dec 2018 at Oak Lounge. The party was attended by over 300 people.





## SOUTH ZONE



South Zone was high on **Sunburn Music Festival** this season with two city festivals in Bangalore and Hyderabad respectively and three Arena Festivals in Chennai, Kochi and Bangalore respectively. All the festivals had rich display and pouring of Magic Moments and 8 PM Premium Black. The team had put in sincere efforts to put up great shows.



Heartiest congratulations to **Venkateshwaramma B, Wife Of B Suresh Naidu** (Jr. Manager-Blending, Yezdi-Mysore) who **Topped Her Batch** of M.Tech (Digital Communication And Networking) at Visvesvaraya Technological University-Belgavi, Karnataka. She was also bagged a Gold Medal at the convocation.

## EAST ZONE



## 8 PM PREMIUM BLACK LAUNCHED IN EAST ZONE

The Most awaited brand of the season, 8 Pm Premium Black was launched in the East zone on 20th November, 2018. The production of 8 Pm Premium Black Whiskey began on 12th October, 2018 at M/S Bengal

wines West Bengal and till date over 5000 cases have been produced. Innovative window displays were created so that it stands out among the clutter of the other brands at the retail outlets.

Sunburn City Festival was held at Aquatica water theme park, Kolkata On 28th December, 2018. It received a footfall of over 5000 and the brands Magic Moments and 8 Pm Premium Black were showcased and poured.







## WHEN RADICO MADE RAMPUR RUN

Radico Khaitan organised 5th half marathon in Rampur on 23rd Dec 2018. It was inaugurated jointly by District Magistrate Rampur Mr. Mahendra Bahadur Singh (IAS) & Mr. K. P. Singh (director – operations, Radico Khaitan Ltd.)

Radico has been conducting “Radico – Hindustan half marathon” for the last 4 years and this year there were over 1100 participants of every age group. People from

neighbouring states like Uttrakhand, Delhi, Madhya Pradesh & Telangana also came all the way to be a part of this yearly event.

The participants were awarded with participation certificates. Radico presented a motorbike to the first winner of male marathon & an LED TV to first winner of the female Marathon. Second and third position winners were presented with cheques & certificates respectively.



A fire drill was organised at the Reengus unit to train the employees in case of fire emergency on the 19th of December. The Participants came forward in full strength to volunteer for the practise.





## NEW YEAR CELEBRATIONS IN RAMPUR

Pawan Deep Rajan (Winner the Voice of India)

Radico Khaitan celebrated new year eve with divisional & district dignitaries. Commissioner of Moradabad, Shri Anil Raj Kumar (IAS), district judge Shri Surendra Pal Singh and district magistrate Shri Mahendra Bahadur Singh (Ias) were the guests of honour at the celebrations. They facilitated Rampur Radico employees for various activities that were organised on the occasion.

- ◆ Sport activities winners
- ◆ Academic enhancement (for employees)
- ◆ Academic & recognized achievers (for kids of employees)
- ◆ Remarkable journey with Radico (on completing 20 years with RKL)
- ◆ Best trainers within Radico



→ (L to R) Shri Anil Raj Kumar (IAS) Honable Commissioner of Moradabad, Shri Surendra Pal Singh Honable Distt Judge of Rampur



↑ (top) The winners of Sports Activities, Best Trainers within Company, Academic Enhancement and Long Service Award to employee who completed 20 Years with Radico



A cricket tournament was organised by the Reengus unit on 7 September 2018. Team Radico Khaitan made it to the finals. Final match was held between Aksh Optifibre limited versus Radico Khaitan Limited and the winner was team Aksh Optifibre Limited.





## A MESSAGE FROM A FATHER TO A DAUGHTER ON HER SPECIAL DAY: BY L PREMANANDA SINGH, UNIT HEAD, MEGHALAYA

“A daughter as sweet and loving as you is hard to come by, and I Am so fortunate that I was blessed with a wonderful daughter like you. You are such a treasure, not only to me, but to our whole family. May your birthday be filled with lots of presents and cake”.

Prahyga, D/O L Premananda Singh, unit head, Meghalaya celebrated her 4th birthday on 21.01.2019 at hotel Orchid Annex, Polo Ground, Shillong.



Reengus unit members distributed sweaters and education material to 200 underprivileged kids of Rajakiya Madhyamik Vidyalaya, Parasrampura on 13 December, 2018.



## DIWALI AT REENGUS

On the occasion of Diwali, the families of Reengus unit got together on november 3rd to celebrate the biggest festival of India. The evening was filled with quizzes, games, dance programme and a lot of Magic Moments.



A tree plantation drive was run at the Reengus unit by the employees as a promise to honour the mother nature on 13 October 2018.around 500 saplings were planted in the drive that was led by Mr Anuj Tyagi, joint general manager, production, Reengus unit.



November, Volume 6, Issue 3, ₹ 100

# Delhites

Redefining Lifestyle

**Lending A Healthy Touch To Unhealthy Foods**

**The Strictly Pretentious Capital**

**Beginner's Guide To Open Relationships**

**For A More Beautiful You**

**Mingle This Wedding Season**

**Keeping Up With The Khaitans**

**LALIT KHAITAN**  
**ABHISHEK KHAITAN**

◆ November issue of Delhites Magazine featured Dr. Lalit Khaitan & Mr Abhishek Khaitan.

## MAGIC MOMENTS DOMINANCE GIVES RADICO A VODKA HIGH

**In high spirits**

Year	Volume (mln)	Revenue (₹ cr)
2014	1.2	120
2015	1.8	180
2016	2.5	250
2017	3.2	320
2018	4.0	400

23rd October 2018, Mint

## Hitting the right note

**M**agic Moments Music Studio embodies an excitement for life. Its promoter, Abhishek Khaitan, says, "We are thrilled to launch the new exciting campaign that has led to the success of the studio." The film revolves around both acts as strangers who meet in the streets of the city, creating memories that are not just magical moments but life-changing ones. The film features the talents of Abhishek Khaitan, Jacqueline Fernandez and Karthik Aaryan as the new faces of its campaign, which revolves around both acts as strangers who meet in the streets of the city, creating memories that are not just magical moments but life-changing ones.

Delhi Times, Times of India, 1st November, 2018

### INCREASE CSR FUNDING IN STATE, CM URGES CORPORATE HOUSES

**Increase CSR funding in state, CM urges corporate houses**

**HT Correspondent**

**L**UCKNOW: Chief minister Yogi Adityanath on Tuesday urged corporate houses to increase their corporate social responsibility (CSR) funding in the state, especially in the Swachh Bharat mission and Sankat Hit Vidyalaya. He made this request at the first corporate social responsibility conference in which many big firms were present.

Addressing the gathering, the CM said: "After Pradhan Mantri Awas Yojana (PMAY), these institutions run by the department of secondary education, UP government."

"Due to poor maintenance, buildings of Sankat Hit Vidyalayas across the state are in a dilapidated condition," said the CM. "The CM also urged the gathering to support the PMAY and PMAY-UP, which are the flagship schemes of the government."

"When we came to power, only 4% of the people had personal toilets. Now, after a house-to-house survey, 96% of the people have toilets," said the CM.

In the past 16 months, 1.35 crore toilets have been constructed in the state, added the CM. "By October 2018, we are able to provide toilets to 1.5 crore people. In UP, we will be providing open defecation free (ODF) to all. Expressing concern over dilapidated buildings of Sankat Hit Vidyalayas across UP, he urged industrialists to invest CSR funds in improving the condition of

asked industrialists to help develop playgrounds, villages, wellness centres, gymnasiums and skill development centres and blocks and hostels in UP. On the occasion, the CM also launched a new portal of Corporate social responsibility, [www.upcsr.org](http://www.upcsr.org).

**INDIAN** Lalit Khaitan handed over a cheque of ₹ 51 lakh to the chief minister under corporate social responsibility

**रेडिको ने हार्दसा पीड़ित परिवार को दी मदद**

**शिविर में किया गया सवा दो सौ नेत्र रोगियों का परीक्षण**

अजमेर में शिविर में सवा दो सौ नेत्र रोगियों का परीक्षण किया गया। रेडिको के अध्यक्ष ए.एस. खैतान ने शिविर का उद्घाटन किया।

**रेडिको खैतान (अमरुत डिपार्टमेंट) का मुंबई में आयोजित कार्यक्रम**

मुंबई में आयोजित कार्यक्रम में रेडिको के अध्यक्ष ए.एस. खैतान ने भाग लिया।

### MORE CASH, MORE BOOZE TO DRIVE INDIA'S PREMIUM SPIRITS SALES

**More cash, more booze to drive India's premium spirits sales**

**Bloomberg**

**NEW DELHI** The rising affluence of India's middle class will drive growth of as much as 30% a year in the \$2.5 billion spirits market, according to one of the nation's oldest distillers.

After three years of stagnation when the industry faced sales overhangs, Indian are drinking more and spending on premium alcohol, said Abhishek Khaitan, the managing director of Radico Khaitan Ltd., a market leader in vodka with its Magic Moments brand. The trend will likely continue as urban dual-income families in the nation's 1.2 billion follow across in the US and Singapore where it comes toasting and drinking, he said.

India is part of a sector, which includes whiskey, brandy, rum and other spirits, estimated to expand 25% to \$2.92 billion by 2022, according to Euromonitor International.

"Most importantly, the middle class is emerging in India and premiumisation is happening," Khaitan said. The Indian distiller, founded in 1941, started selling brandy products about two decades back. The company introduced its Magic Moments vodka brand in 2005, added new premium products and will see its sales grow in the next few years. These, along with its branded whiskey, rum and other spirits, have spurred profitability. Profits jumped more than 52% last year.

Given the local market's potential, offshore companies have come on board. Khaitan said, though he isn't interested in selling. "My position is liquor," he said.

Khaitan also discussed consumption trends and plans to





## DISCRIMINATION - BY THE INDIANS, TO THE INDIANS

By Ruma Trehan, EA to the managing director

I was sitting onboard the serenade of the seas, completely exhausted from our tour to Italy. We saw a lot of beautiful places but there is so much information the human brain can process other than just the sightseeing! Phew!

We love to travel and have been to a number of countries. The only thing in common between all of them was how different each of them were from each other. And how absolutely proud the natives were of their country.

I remember this incident as if it happened yesterday. We visited the ruins of Pompeii in Italy. Our Italian tour guide was walking a few steps ahead of us. A young girl, tired and exhausted of the walk in the heat, leaned against a rundown pillar and rested her foot against it. The guide promptly asked her to move her foot away from the pillar and went on. It was merely a pause for us but the impact of

his action stayed with me and depicted that Italians are a proud lot. They still hold their origins dear and take pride in their history. They treat it as their responsibility remind the visitors to respect their places and culture. They expect us to “do as the Romans do”.

After this incidence, a thought struck my mind as why we Indians don't make the best of representatives?

### RULES

I remember my visit to the Taj Mahal. Strict instructions were laid out everywhere on photography prohibition inside the premises, but no one seemed to adhere to it. Why?

### LANGUAGE

None of the tour guides from the places I have visited so far spoke great English. We just appreciated the fact that they made the efforts to be understood. Why isn't the same courtesy extended to

Indians who don't speak the language properly? Why do we make fun of the Indians who do not speak English and take them to platforms to shame them in various forms. Don't we have bigger problems to deal with? Why do we need to focus precious resources on a language that is not ours, to begin with? By all means use it for communication, but let's not get carried away and judge people based on how to speak a foreign language! Ridiculing someone for not speaking proper English? Why?

### CULTURE

We are all so quick to judge the Indian family and our culture. Each time we speak of a family with many kids or speak of children staying with their parents after marriage, we tag them as “only in India” entities. Russians preferred bigger families and thought that more kids meant more hands to work in the future.

## NEED TO KNOW

» To prevent, prohibit and redress harassment on the basis of gender at work, Radico Khaitan has formed an **Internal Complaint Committee (ICC)** headed by General Manager Marketing- Pallavi Kapoor. Other members on this panel are Mr Mukesh Arora (accounts&finance department), Mr Atul Shukla (HR department), Mr Vinay Padroo ( HR department) Among others. If you are facing any of the above cited issues at workplace, you may write to the committee members. The identity of the complainant will be kept confidential.

» It's time to file your investment papers for the fiscal 2018-2019. Kindly file proofs of investment made during F.Y. 2018-19 in various tax saving schemes along with the details in the form 12-Bb and “Annexure-A” So That accurate tax liability may be determined & deducted. Employees in Delhi may kindly send their investment proofs to Mr. Mehul Gupta (email id: [mehulg@radico.co.in](mailto:mehulg@radico.co.in)) and Ms. Roopali Makhija ([roopalim@radico.co.in](mailto:roopalim@radico.co.in)) with a Cc to Mr.Haridas KV (Email Id: [Haridaskv@Radico.Co.In](mailto:Haridaskv@Radico.Co.In)) and for Rampur payroll, to Mr.Sanjeev Aagarwal (email id :[agarwalsanjeev@radico.co.in](mailto:agarwalsanjeev@radico.co.in))



Also, in many parts of Europe and Asia, it is very common for the children to share houses with the parents. Why are we so proud of our flaws and so embarrassed about each other?

Let's please not put the

country down. Let's not put our "own people" down, especially not in front of others. Every country has its own problems, crime happens everywhere, politics is a dirty game irrespective of nationality- we just wash

our dirty linen in public. If we don't find a reason to be proud, the country has never given reasons to be embarrassed either.

I had made a silent vow to represent my country in the right spirit each time I can.

## DILBERT



BY SCOTT ADAMS

## FICTION ONLY FOR ENTERTAINMENT

Blog: Whiskeyleaks  
 Editor-In-Chief: Adam Josef  
 Head Writer: Carla Odhner

### Study: Day-drinking tied to higher incidence of going to bed on time

Pasadena, CA – a study published by researchers at Caltech found a surprising correlation between consumption of copious amounts of alcohol during the day, and going to bed at a healthy, appropriate time.

“Contrary to the traditional stigma, it turns out there is a demonstrable health benefit to getting shit-faced in the afternoon,” explained Dr. Yvonne Attat, author of the study. “We aren’t yet sure how this relationship works, but the overwhelming majority of our subjects, after checking their phones to see what time they sent their last text, reported going to sleep several hours

before they normally would have. since every other factor was controlled for, we now definitively know that it was the steady intake of Bloody Marys and Mimosas throughout the day that made the difference.”

Researchers hope to use this discovery in developing new strategies for combating insomnia and other sleep-related disorders.

## JOKE BOX

**NOTICE**  
 THIS DEPARTMENT REQUIRES NO PHYSICAL FITNESS PROGRAM.  
 EVERYONE GETS ENOUGH EXERCISE JUMPING TO CONCLUSIONS. FLYING OFF THE HANDLE. RUNNING DOWN THE BOSS. KNIFING FRIENDS IN THE BACK. DODGING RESPONSIBILITY. AND PUSHING THEIR LUCK.

## Real life Mimes

*Skies have cleared and the sun shines bright  
 pain cease it's ploy and the battle seems to be won  
 fight between the old foes one death & other life  
 or was it the wicked versus the wise*

*All seems to lie down, but the dust cease to settle  
 hiding within the commotion, the bleak outcomes lies.*

*Chess played in black or white but people have a blend of grey  
 hiding behind their painted face, their true colour shines.*

*Sorrow and shame paves in every time a new face smiles.  
 for trust is a double edged sword a mere word from our utopia.*

*People with veiled faces exposing only but their smile.  
 hiding their beast within, giving no room to suspicion.*

*My thoughts are now about the sky  
 how daylight changes with time  
 does so with ease day after day.  
 The same is true of people, showing different colors with situations  
 my perfect world is instilled within as a child  
 paradigm of innocence & unspeakable joy  
 hiding from people, the dubious minds*



Manukrishna, S/O Manikandan KV in COO's office





## PICTURE OF THE SEASON

Vijay Rana, Assistant Manager, Defense Marketing Division aka Radico Santa Clause

# 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 to win exciting prizes.

- 1) What government initiative did Radico Khaitan contributed to in lucknow and how much?
- 2) What is the internal complaint committee for?
- 3) Who Is The Brand Ambassador for 8 Pm Premium Black?
- 4) Where was Magic Moment's Tvc Shot?
- 5) Where did the main Sunburn Music Festival Take Place?
- 6) What is the name of the new variant of Rampur Single Malt?
- 7) When was 8 Pm Premium Black launched in east?

Please send in your answers at [meghac@radico.co.in](mailto:meghac@radico.co.in). The first 2 winners will be contacted and their names will be published in the next edition.

Identify the bollywood songs from these words. The winner will stand a chance to win exciting goodies.

- 1) Let me whisper in your ears something that's there in my heart. When I see you smile, I forget the world. Tell me how many more paises you want to hear?
- 2) I want to get high on vodka and dance with you.
- 3) You made me a suitor(lover).
- 4) Your beloved is trippy trippy.

Please send your answers to [meghac@radico.co.in](mailto:meghac@radico.co.in). Please mention "Bollywood Quiz Answers" in the subject line.

