



Radico

NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL

Dr Lalit Khaitan

CHAIRMAN AND MANAGING DIRECTOR

My Dear Radico Family,

THE QUARTER gone by has been significant not only from the business point of view but also for lot many other factors. The quarter where we upped our play in the social welfare space, technology ecosystem, employees' engagement and community building to name a few.

Inching towards reducing the use of plastic and to entice people into discarding it, we set up a plastic crushing machine in Rampur where people get incentivized for giving up waste plastic in their households. This one-of-a-kind vending machine crushes the plastic deposited and makes it usable to create other useful items. The time isn't very far when we would see such vending machines in our vicinity too.

Our most talked about event every year –Half marathon was bigger than ever this year. It was organized with a twist with the inclusion of a new sport to make it doubleton- Cycling. With the turnout of over 4000 participants, the event's success can be defined in two words- Mega success. I am happy to see other centers like RNV Aurangabad

following the league and organizing such meaningful events.

On the business side, we constantly focus on updating and upgrading our systems to increase efficiency and effectiveness in production. We installed an automatic frosting machine with the capacity of 125000 bottles per shift. Earlier, the printing capacity of the old machine was 85000 bottles per shift. I am confident that the result of such practices will start reflecting on the further growth of the company in the coming months.

Like every year, this winter season also, we distributed blankets to the underprivileged in and around Rampur and that's not all, we also provided bonfire at several places where the authorities were unable to provide any facilities to beat the cold.

I cannot be happier to see the way we have grown and the future trajectory of growth for us as a company and a family. It is heartening to mention that the efforts that each one of us put in everyday to will certainly lead us to the common goal that we all have dreamed of.



Dear Friends,

Iwould like to begin with congratulating each one of you for yet another successful quarter. Our numbers look very promising and the day is not far when we see our common goal being achieved.

I am delighted to report a strong performance during Q3 FY2020 which was led by significant Prestige & Above volume growth. Our volume growth has been broad based across the portfolio and key regions. The new brands such as 8PM Premium Black and 1965 – Spirit of Victory also continued their growth momentum.

We noted that ENA prices had peaked out in October 2019 and thereafter stabilized during the quarter which is quite encouraging. Despite the inflationary pressure, we were able to sustain the gross margins at around 50% due to higher IMFL price realizations and higher contribution from the IMFL business.

After the success of Jaisalmer Indian

Craft Gin in the international markets, Radico Khaitan has now launched its luxury Gin in select markets in India. With this launch, we have not only created a new segment but also branched out into a new category- Gin.

We also increased the market penetration of our super premium brandy, Morpheus Blue through its launch in the state of Uttar Pradesh. Our strategy of slowly and steadily expanding a new brand's market presence has been one of the key reasons behind the success of our brands.

In recognition of our performance during the year, we received the Gold award for 'Company of the Year' at the Spiritz Achievers Awards 2019. The efforts you all have put in to take the company to this height are commendable.

We expect the calendar year 2020 to be better for the overall economy and Radico Khaitan is strongly positioned to capitalize on the opportunities that

the IMFL industry will present. Our unwavering focus on delivering a differentiated consumer brand experience will continue to drive our growth in the years to come.

Once again, I applaud your performance and look forward to your continuous support.



Abhishek Khaitan

MANAGING DIRECTOR

Radico Khaitan has delivered another quarter of a strong operational and financial performance. The Company continued to outperform the industry which is a testament to our robust product portfolio, strong brand equity and consumer royalty.

We have been ranked among the top 500 companies in India by the Business Today Magazine yet again but this time, we were 80 ranks up than the last year.

The reasons to celebrate do not end with this. We bagged two most crucial awards at the Spiritz Achievers Awards 2019. Radico was named the Company of the year whereas the best brand promotion in online space went to 8PM Premium Black's campaign 'Are You Coming?'

You all may enjoy your Jaisalmer Indian Craft Gin at over 40 restaurants

and bars in Delhi. Details of which are given in the inside pages of this newsletter.

This year, we also upped our association at the Asia's biggest music Festival- Sunburn. We presented the event across all major cities in the country and celebrated Magic Moments with International heartthrobs including The Chainsmokers and Martin Garrix.

We are on the verge of hitting a million cases mark for 8 PM Premium Black whisky and I congratulate all the stakeholder for the success of the brand that is synonym for Radico Khaitan. I am confident that this brand will outperform all the other brands in this segment and emerge as a market leader in the years to come. Collective efforts need to be put to make it happen and the sky is the limit for us.

I once again reiterate, together, we

can and we will make happen which is beyond others' imagination and for this, I look forward to your support and dedication.

All the best!



Amar Sinha

CHIEF OPERATING OFFICER



46 spots up from last year, Radico Khaitan Ltd. has been ranked 335th on the list of India's 500 most valuable companies by Business Today Magazine. We pay our sincere gratitude to all the patrons and stakeholders for their undying support.

SPIRITZ ACHIEVERS AWARDS 2019

Radico Khaitan bagged 2 awards in the 6th edition of the Spiritz Achievers Awards 2019. 8 PM Premium Black's campaign 'Are You Coming' won the Brand Promotion of the Year- Online Space for its highly impactful and vast reach in the digital space whereas Radico Khaitan Limited was pronounced the Company of the Year second year in a row for its outstanding performance in the fiscal 2018-2019.



Dr Lalit Khaitan was felicitated with the 'Bharat Gaurav Samman' at the opening ceremony of KIFF 2019 by the Chief Minister of Madhya Pradesh Shri Kamal Nath.



KHAJURAHO INTERNATIONAL FILM FESTIVAL

Radico Khaitan presented Khajuraho International Film Festival on 17-23 December to celebrate the best of Indian Cinema and to create a platform for the indigenous directors to showcase their art. The event was graced by the presence of renowned personalities including the CM of Madhya Pradesh Shri Kamal Nath, ace directors Govind Nihalani,

Manmohan Shetty, actors Sanjay Mishra, Kiran Kumar, Aroon Bakshi and sports minister Kiran Rijju. The event was organized by actors Raja Bundela and Sushmita Mukherjee. The theme of the film festival was comedy and it screened over 10 most celebrated comedy movies in Bollywood at 4 curated tapra talkies (Temporary movie halls).



MAGIC MOMENTS - NEW YEAR BASH AT THE RAJENDRA SINHJI ARMY OFFICER'S INSTITUTE, BANGALORE

Defence Marketing Division organized an extravagant new year's bash at the RSI, Bangalore on 31 December, 2019. The Punjabi sensation Akasa performed the best of her songs for the crowd to groove on. An exclusive Radico bar was set up that served selective Radico brands for the 300 plus crown of Defence personnel and their families.



NOW AVAILABLE

RAMPUR Double Cask Indian Single Malt Whisky- the newest expression of Rampur Indian Single Malt Whisky is now available at Delhi Airport Duty Free.

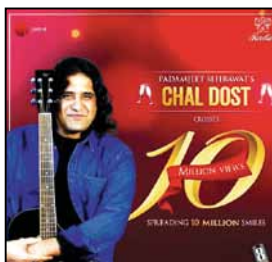
JAISALMER INDIAN CRAFT GIN LAUNCHED IN INDIA

After receiving an overwhelming response from the International Markets, Jaisalmer Indian Craft Gin has been launched in the country. The brand is available in Delhi and Goa and will be made available in other states in the months to come. With the launch of Jaisalmer Indian Craft Gin, Radico Khaitan not only taps into a new segment but also forays into a new and emerging category of craft gin in the Indian domestic market. The company had set up a new state-of-the-art gin production plant at its mother distillery in Rampur in 2017 to expand to this category.



8 PM PREMIUM BLACK WHISKY RELEASED A NEW MUSIC VIDEO

A new music video 'Chal Dost' was released by 8 PM Premium Black Whisky as a part of their ongoing campaign 'Rivals become Friends'. The music is composed and sung by Padamjeet Sehrawat. The video has got over 10 million views digitally. The song is available on YouTube and all major music streaming platforms.



WORKSHOP ON E-WASTE

The desire to have the latest technology gadgets is resulting in another big threat to our environment, called "E-waste". In India and globally the EEE - electrical and electronic equipment, are growing exponentially but the life span of the EEE products is becoming shorter and shorter. This is resulting in an alarming situation for handling the E-waste. In order to make ourselves more aware of the ill effects of E-waste & the right ways of disposal, a workshop was organized at the Head Office on 8th November by Master Shiv Raj Khaitan. We also collaborated with E-waste disposal and recycling Company called "Nature Volt" to collect and help us in the right disposal of domestic E-waste.



SPORTS CARNIVALS



With the aim of promoting fitness among Indians and adding in a slew of the initiatives to encourage sports in line with the Honourable Prime Minister's 'Fit India' mission, Radico Khaitan Limited associated with Capital's two mega sports events - Siri Fort Fit India Members' Sports Carnival 2019 and Friends Club Annual Sports Tournament 2019 last quarter.

The four-day long Siri Fort Fit

India members' sports carnival was a first of its kind in the history of Siri Fort sports complex that encompassed an amalgamation of various sports tournaments such as badminton, cricket, cyclathon, golf, marathon, soccer, tennis, walkathon among other sports. The event was promoted by Smt. Meenakshi Lekhi, Member of Parliament, New Delhi. The carnival witnessed the participation of over 800 high-profile dignitaries including Cabinet Secretaries (IAS), Government Officials and crème de la crème in the capital.

The Friends Club Annual Sports Tournament is an annual feature where over 350 participants from all walks of life competed in 8 different sports such as squash, tennis, badminton, snooker, billiards, pool, table tennis and golf. Over 2000 matches were held in the span of 16 days and prizes of over Rs.10 lakhs were distributed to the winners.



DIWALI MELA AT HO

This Diwali, the HO walked down the lanes of nostalgia. A traditional Diwali Mela was organized for the employees to celebrate the spirit of the festival of lights and happiness. Numerous activities including fun card games, vodka rasgulla competition and astrologer were organized. Many competitions such as best ethnic dressed male and female, best floor decoration and best desk decoration also took place.



NEW YEAR'S EVE MADE SPECIAL BY THE LITTLE RADICONIANS

The New Year was welcomed at Radico in the presence of the little Radiconians on 31 December. A host of activities and games were organized in the HO for the little guests including a magic show, micky bouncy, musical chair and cricket. The highlight of the event was the juniors' ramp walk.

WORK HARD, PARTY HARDER!



ON-TRADE UPDATES

◆Jaisalmer Indian Craft Gin has been placed in over 40 Premium On-Trade outlets in Delhi including The Oberoi, Taj palace, The Ashoka – Ophelia, Hotel Diplomat, Town hall, Café Delhi

Heights group, Flying saucer, Warehouse, Public affair, Liv bar, Plum , Dragon Fly, LOD group, Teddy Boy, Ditas and Dramz.



◆Team on-trade pulled off record 516 activities and promotions last December including 328 events exclusively on Christmas and New Year's eve. These events were majorly organised in cities including Delhi-NCR, Chandigarh, Punjab, Jammu, Bangalore, Kolkata and Goa.



MAGIC MOMENTS PRESENTS SUNBURN MUSIC FESTIVAL IN GURGAON

The Sunburn season returned last quarter with 3 arenas in the North zone. This year, the artists line up included International sensations such as Alan Walker, Dimitri Vegas & Like Mike and The Yellow Claw. With the gathering of over 12000 people on an average at each of these arenas, these were the events to remember for Noida and Gurgaon.



MORPHEUS BLUE XO PREMIUM BRANDY NOW AVAILABLE IN UP

After claiming the market share of over 55% in the segment, Morpheus XO brandy launched a notch up variant called Morpheus Blue XO premium brandy that is now available in Uttar Pradesh. The brand received an overwhelming response in the inaugural month and will now expand its imprints across the country.



JAISALMER INDIAN CRAFT GIN LAUNCHED IN DELHI

Jaisalmer Indian Craft Gin made its debut in Delhi in December. With this, Radico Khaitan not only tapped into a new segment but also forayed into a new category. The brand is available in over 60 on and off premise outlets in Delhi including the star properties such as The Oberoi and JW Marriott.



NEW LAUNCHES IN NORTH

- ◆ 8 PM Premium Black Whisky launched in Rajasthan
- ◆ 1965 SOV Rum launched in Himachal Pradesh
- ◆ Morpheus XO Brandy now available in Punjab



OBITUARY:

SURAJ JEMINI, (40), died on 31st October, 2019 in Sri Ganganagar after a sudden cardiac arrest. Suraj was born on 1st June 1979 in Bikaner, Rajasthan.

He was Jr. Manager Sales at Radico Khaitan Limited, Sri Ganganagar (Raj.). He is survived by his wife, Rashi Jemini and 2 children.

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



CONSUMER ACTIVATION AND VISIBILITY DRIVE

- ◆ Scratch and Win Scheme on 8 PM Premium Black Whisky and Verve in UP
- ◆ 1965 SOV Rum consumer activation in UP
- ◆ Visibility



8 PM PREMIUM BLACK WHISKY LAUNCHED IN ASSAM

Radico launched 8 PM Premium Black Whisky in Assam last quarter. The launch event was organised on 18 October 2019 where Abhishek Khaitan hosted the bonders of the state and unveiled the product.



SUNBURN ARENA WITH THE YELLOW CLAW IN KOLKATA

Kolkata witnessed the scintillating performance by The Yellow Claw at the Magic Moments presents Sunburn Music Festival Arena on 12 October, 2019. The event was attended by over 8000 people. An exclusive AR zone was created by Magic Moments to engage the attendees with the brand which was a huge hit among the crowd.



OTHER RETAIL ACTIVATIONS AND CONSUMER PROMOTIONS

- ◆ Sunburn Finale promotion
- ◆ Sunburn Arena consumer promotion (Scratch and Win)
- ◆ 1965 Spirit of Victory rum consumer offer: A glass free with 750 ML bottle & option of Branded Key Chain or Pen on 180ml SKU.



SALES ROUND UP

Team UP achieved a new milestone surpassing some of the biggest competitors in the industry with the sale of 55.62 lacs cases in the fiscal 2018-2019. With this, Radico Khaitan becomes the market leader in the state.

MAHARASHTRA:

- ◆ Highest ever Primary & Secondary sales recorded in Dec'19-104040 c/s & 103013 c/s respectively
- ◆ Highest ever M2 Family Primary & Secondary Sales recorded in Dec'19-30023 c/s & 30604 c/s respectively
- ◆ M2 Flavours became the highest selling standalone Vodka brand

DAMAN:

- ◆ Highest ever Primary sales recorded in Dec'19-25000 c/s
- ◆ Highest ever 8PM Blue Primary sales recorded in Dec'19-13900 c/s

GOA:

- ◆ Highest ever Secondary sales recorded in Dec'19-5023 c/s
- ◆ Highest ever M2 Family Secondary sales recorded in Dec'19-4389 c/s

RADICO PRESENTED KHAJURAHO INTERNATIONAL FILM FESTIVAL

Radico Khaitan partnered with Khajuraho International Film Festival in Khajuraho on 17-23 December 2019. The theme of this year's festival was comedy and over 10 movies were showcased all over the city at the exclusively curated Tapra Talkies. A huge visibility drive was executed to promote the event all over the city.



Jaisalmer Craft Indian Gin launched in Goa

After receiving an overwhelming response from the international markets, Jaisalmer Craft Indian Gin was launched in Goa in December. With this, Radico Khaitan forays into a new category of spirit-Gin. The product also creates in new segment in the market with its super luxury traits.

SUNBURN MUSIC FESTIVAL RETURNS TO GOA FOR THE FINALE

Magic Moments presents Sunburn Music Festival returned to Goa for the finale after 3 years and it was bigger than ever. The event received footfalls over 6 lacs over 3 days and the performances included the international sensations The Chainsmokers, and Martin Garrix. Magic Moments associated as a presenting partner this year. Other than Magic family, we also showcased and poured Jaisalmer Craft Indian Gin at the event to promote the brand which has just launched in Goa. Before the main event, a couple of arenas were also organised in the zone where the artists' line up included Dimitri Vegas & Like Mile, The yellow Claw and Alan Walker.





MAGIC MOMENTS PRESENTS SUNBURN MUSIC FESTIVAL

The Sunburn season returned last quarter with 4 arenas in the south zone. This year, the artists line up included International sensations such as Alan Walker, Dimitri Vegas & Like Mike and The Yellow Claw. With the gathering of over 8000 people on an average at each of these arenas, these were the events to remember for Bangalore and Hyderabad not once but twice.

WEDDING ANNIVERSARY



“A successful marriage requires falling in love many times, always with the same person.”

3rd Nov 2019 marked the 28th year of togetherness for our South Zone RPC Head – Mr Benzigar Poovattil & Mrs Tessa Poovattil.

OTHER ACTIVATIONS LAST QUARTER



Radico Khaitan was the title sponsor of the durga puja event organised by green glen lay out – bangalore. sunburn arenas retail activation



VIDYA VOX SOUTH INDIA TOUR

Morpheus XO Brandy exclusively partnered with the youtube sensation Vidya Vox for her South India Tour last quarter. Her concerts took place in Hyderabad, Bangalore and Chennai and each event received a footfall of over 3000. The collaboration was promoted big time through retail activation and digital media.



MORPHEUS PRESENTS THE THE TALK IN CHENNAI

To provide a platform to exchange ideas and narratives for the young entrepreneurs, Morpheus XO Brandy partnered with The Talk to

host a session in Chennai last quarter. It was attended by 250 budding entrepreneurs which is also the apt TG for the brand Morpheus.





कंपनी की स्त्री के बीच फिटनेस काफिर के दौरान में इन महिला-कर्मचारियों का स्त्री स्त्री विचारक उपकरण करने के लिए आनंदित हुए। यह एक में स्त्री स्त्री के उपकरण उपकरण के लिए।



हाफ मैराथन-डबलथॉन Program: 06
पुत्रों के बीच में विचारक, मातृत्व के लिए उपकरण उपकरण



DOUBLOTHON IN RAMPUR

RKL Rampur organized the 6th edition of half marathon in the city with a twist this year. Apart from the half marathon male and female, for the first time, a Cyclothon was introduced to make the event Doublethon. Participants from all across UP, Uttarakhand and Haryana turned up in huge numbers on 28 January's morning when the temperature was as low as 4° C. To acknowledge the clean water crisis in the country, the theme of this year's marathon was 'Jal hi Jeevan hai' to promote water conservation.

ADIEU

AJAY KUMAR AGARWAL
PRESIDENT, ACCOUNTS & FINANCE



TECHNOLOGY ENHANCEMENT

In order to expand the in-house printing capacity of bottles, Rampur Distillery installed an automatic frosting machine with the capacity of 125000 bottles per shift. Earlier, the printing capacity of the old machine was 85000 bottles per shift.



FAMILY DAY OUT

Radico Rampur went on a family outing for one night and two days to Jim Corbett, Uttarakhand last quarter. An annual affair to bond with the colleagues and their families, this time, the key highlights of the trip included a Dandiya Night and special games for couples and kids followed by prize distribution.

NEW YEAR Celebrations AT RKL RAMPUR



One-day workshop on excel was conducted for the staffers of RKL Rampur to update them on the latest features of MS Excel.





AURANGABAD MAHA MARATHON BY RNV

Radico NV Distilleries Maharashtra Limited organised Aurangabad Maha Marathon in association with Lokmat on December 15, 2019. The 21 km long run witnessed a huge turnout from the city and neighbouring cities. The winners from RNV DML include Mr. Prashant Deshmukh, Mr. Prakash Bhusnar, Mr. Narendra Dhamale, Mr. Sanjay Sonawane, Mr. Shrinivas Joshi and Mr. Vikas Thorat.



TRAINING SESSIONS FOR JUNIOR MANAGERS

A series of training sessions were conducted for the junior management staffers (for those who have

been with us for over 3 years) on 6 December, 2019 to make them future ready to take over the higher roles. The training included skill and personal development and was conducted by external faculty.



WATER RECHARGING AND RESTORATION

To conserve and restore ground water, Radico NV Distilleries Maharashtra Limited has invested in Nala Treatment in the state. It involves the Repair & Restoration of existing water conservation structure along with Nala widening and deepening depending on shape, size, hydrogeological and physio-climatic condition of the area & construction of additional conservation structure to improve the storage and recharge.



A training session was organised at RNV DML for the plant workers on 'Safety in Digester Cleaning, Maintenance Activities & General Safety Awareness' by Mr. Prashant Jagdale, Asst. Manager – Safety

PROMOTING EDUCATION

In order to promote education and help build infrastructure at school, RKL Timmapur unit donated every subject's textbooks to each and every student from class 1st to 10th at the Zilla Parishad High School at Kothur Village. The company also provided water purifiers in the school to provide clean drinking water to the students. The activity was conducted in the presence of Factories Inspector Mr.Srinivasa Rao, Local Police Station Circle Inspector Mr.Chadrababu, Local MRO officer Mr.Venkata Reddy and Mandal Prajaparishad Local Leader Madhusudhan Reddy.



RKL TIMMAPUR UNIT CONDUCTED HEALTH CAMP IN THE VILLAGE

In association with JIMS Hospital, RKL Timmapur unit organised a health camp for the villagers last quarter. Over 450 were screened and vaccinated at the camp for eyes and overall health. To endorse the cause, the unit members also invited Shri Tridandi Srimannarayana Ramanuja Chinna Jeeyar Swamiji to be the chief guest.



8 PM Premium Black Whisky launched at the Reengus Unit on 23 November, 2019.



Christmas Celebrations at Reengus Unit

TECHNOLOGY: BOON OR BANE

By Ruma Trehan

EA to the Managing Director

In Today's world technology has become an indispensable part of our life and modern life is unthinkable without science and technology. While we agree that we can't have a life without technology - lets also look at the darker side of it.

PROS

Unnecessary business travel has come down as more companies are using Audio /Video conferencing and connecting teams across the globe and allowing work from home as well, without having an impact on business results.

Cornavirus has got many companies to relook at their working policies and has asked people to work from home, which is great as it helps in cutting down fuel costs, saves on commuting time and allows for people to isolate themselves without impacting on their business or personal life.

Technology is decreasing the time taken to accomplish a task, which ultimately saves money and increase productivity. Artificial Intelligence (AI) is now performing many roles more effectively and efficiently. Businesses which are using social media are gaining insights, new customers, and are able to engage with their loyalists with a focussed and targeted messaging.



By Malavika Manikandan
D/o Manikandan KV, COO's Office

*Quivering leaves of the mighty trees,
Fragrance of the rose blooms,
Whispering winds from the great seas,
Blissful showers providing zeal.
The Marvellous creations of all mighty,
Never ceases to amaze,
Filling the heart with wonder,
In all living creations.
Beauty hides the strength,
Never fail to comprehend.
That if harmful are our actions,
Then nature will return that favour.
For every blow, we will pay,
No mercy upon us.
Cries will be heard till the plains,
Yet no mercy upon us,
Will she take.*

Improving quality of life is one of the main benefits of integrating new innovations into medicine. Medical technologies like minimally-invasive surgeries, better monitoring systems, hi end scanning equipments are allowing patients to spend less time in recovery and more time enjoying a healthy life. Education is an area where technology is contributing significantly as new age learning apps are allowing people to download study material, learn new languages, refer to data – all without spending any money and physically moving out for any classes.

Technology is now impacting even our day to day life such as online calendars are helping coordinate schedules, payments, appointments, and meetings. Grocery shopping apps are not only able to help in planning the monthly groceries but also help tracking the consumption. Digital Payment apps are allowing for an easier and safer mode of payment options and even is keeping track of the spending patterns. Teachers are able to use class websites or apps to keep parents updated about the children's progress in schools Doctors are using technology such as Skype or messaging services to chat with patients. This can save a trip to the waiting room and avoid contagious germs.

CONS

While technology is a boon, it can prove to be fatal and damaging as well – and the biggest failure in increasing use of technology is the lack of personal touch which is contributing to loss of faith and trust which relies on the personal human touch. Lack of intimacy amongst couples, lack of conversations on a dinner table are some other fall outs due to technology. It's unfortunate that people are busy updating their whereabouts and updating food shots on various platforms than actually enjoying themselves or the food.

The selfie trend has taken many lives, in the urge to get the perfect shot; many people have attempted dangerous shots which have proved to be fatal

Using machines may ensure faster assembly and production but it's also decreasing the need for manual labour, which means a faster rate of unemployment. Lack of online privacy and data being stolen are some other hazards being faced by billions - anyone can track anyone on the social platforms, stalk, troll and be uncivil simply due to lack of a human interface.

Data and Money is being stolen by unhappy employees and this can be extremely damaging to reputations and businesses. Technology has made information to be available with a click of a button and the biggest downside is that all information available on the Internet may not be accurate. Wikipedia, for example, is infamous for allowing anyone to add information on a topic. Many students do not know how to evaluate a site's reliability and therefore, their research may be flawed. A plausible explanation to the debate ends with recalling the old but apt adage 'Excess of anything is bad'.

In conclusion let us hope that technology is used more for the benefit of mankind.

Contest

CONTEST 1 GENERAL KNOWLEDGE

- 1) Who is popularly called as the Iron Man of India?
- 2) What does "HTTP" stand for?
- 3) Which country invented tea?
- 4) Which kind of alcohol is Russia known for?
- 5) Which country is responsible for giving us pizza and pasta?
- 6) What percentage of our bodies is made up of water?
- 6) Which element is said to keep bones strong?

CONTEST 2

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 31 March, 2020 to win exciting prizes.

- 1) Where all has Jaisalmer Indian Craft Gin been launched in India?
- 2) What treatment did RNV Aurangabad invested in to restore and recharge ground water?
- 3) Which new sport was included in this year's Rampur Half marathon?
- 4) Which youtuber did Morpheus XO Brandy associate with for her South India tour?
- 5) Which brand other than the Magic family products was first time showcased and poured in the main Sunburn in Goa?

दैनिक भास्कर

20-Dec-2019
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चर्चा • खजुराहो फिल्म महोत्सव में आए उद्योगपति ललित खेतान ने रोजगार के लिए पर्यटन व्यवसाय बढ़ाने पर दिया जोर पर्यटन व्यवसाय बढ़ाने सैलानियों के मनोरंजन के संसाधन जुटाने होंगे : खेतान

चंडेलकालीन मंदिरों-प्यरेटों, पर्यटक एवं पुरातात्विक स्थलों का प्रमोशन किया

भास्कर 20 दिसंबर | खजुराहो

खजुराहो में पत्र संघ के अध्यक्ष खजुराहो फिल्म महोत्सव में देश के प्रसिद्ध उद्योगपति और रेडिको के अध्यक्ष ललित खेतान के रूप में शामिल होने आए हैं। उन्हें उद्घाटन अवसर पर साथ ही मुख्यमंत्री के रूप में शामिल होने का भी शرف प्राप्त हुआ है। उन्होंने 3 दिन तक खजुराहो, प्यरेटकालीन मंदिरों-प्यरेटों, पर्यटक एवं पुरातात्विक स्थलों का प्रमोशन किया। यहां की धार्मिक, सांस्कृतिक स्थलों के रूप में खजुराहो, प्यरेटकालीन मंदिरों-प्यरेटों, पर्यटक एवं पुरातात्विक स्थलों का प्रमोशन किया।



फेरिदपुर होम मंडलगत

ललित खेतान ने कहा कि फेरिदपुर में रोजगार के संधारण को बढ़ावा मिलना चाहिए। ललित खेतान ने कहा कि फेरिदपुर में रोजगार के संधारण को बढ़ावा मिलना चाहिए। ललित खेतान ने कहा कि फेरिदपुर में रोजगार के संधारण को बढ़ावा मिलना चाहिए।

इसके लिए फिल्म महोत्सव में सहयोग करने की योजना है, आवश्यक देख कर पैसे देकर को तरह से बचकर सरकार के साथ काम मिलकर अपने पुरे महोत्सव का प्रमोशन करने के लिए ललित खेतान ने कहा कि फेरिदपुर में रोजगार के संधारण को बढ़ावा मिलना चाहिए।

वन आवासीय उद्योगों का संभावना

खेतान ने उद्योग पर्यटन करने के माध्यम से वन आवासीय उद्योगों का संभावना बताया। खेतान ने उद्योग पर्यटन करने के माध्यम से वन आवासीय उद्योगों का संभावना बताया। खेतान ने उद्योग पर्यटन करने के माध्यम से वन आवासीय उद्योगों का संभावना बताया।

प्यरेटों की वजह से दुनिया के पर्यटकों में उत्साह उत्पन्न हो रहा है। खेतान ने उद्योग पर्यटन करने के माध्यम से वन आवासीय उद्योगों का संभावना बताया।

इसके साथ देश विदेश के पर्यटकों को आकर्षित करने के लिए ललित खेतान ने कहा कि फेरिदपुर में रोजगार के संधारण को बढ़ावा मिलना चाहिए।

प्यरेटों की वजह से दुनिया के पर्यटकों में उत्साह उत्पन्न हो रहा है। खेतान ने उद्योग पर्यटन करने के माध्यम से वन आवासीय उद्योगों का संभावना बताया।

20th Dec, 2019- Dainik Bhaskar- To increase tourism, need to arrange entertainment facilities: Khaitan

Stars of today & tomorrow

Abhishek Khaitan



When he joined his family enterprise, Abhishek Khaitan, Managing Director, Radico Khaitan, was short on cash but not on spirit. He decided to launch his own brand like RPM Whisky, and then expanded into a new and unexplored category of vodka with Magic. Moments that gained momentum in no time.

Transforming challenges to success stories

रेडिको खेतान के कौशल विकास कार्यक्रमों से 500 युवाओं को मिला रोजगार

नयी दिल्ली 25 दिसंबर (आजी) देश की प्रमुख डिजिटल रेडिको खेतान लिमिटेड के विभिन्न कौशल विकास कार्यक्रमों के माध्यम से 500 से अधिक युवाओं को रोजगार मिला और युवाओं को स्वरोजगार के लिए अक्षर कर दिया है। कंपनी की अध्यक्ष डॉ ललित खेतान ने यहां कहा कि 'कौशल विकास कार्यक्रमों के तहत पर रेडिको खेतान समाज की बेहतर सेवा समाज के अर्थ के लिए युवाओं का कौशल विकास करने, उन्हें रोजगार के अनुकूल बनाने, खेतों का बढ़ावा देने तथा खेतों में युवाओं की सहभागिता बढ़ाने, सांस्कृतिक धरोहरों को बढ़ावा देने के लिए विभिन्न गतिविधियों को संचालित करती है। इनके अतिरिक्त, कंपनी महिला सशक्तिकरण, इन्फ्रास्ट्रक्चर डेवलपमेंट, शैक्षणिक गतिविधियों, अकादमिक गतिविधियों, स्वास्थ्य एवं चिकित्सा में प्रतिभाओं को समर्थनित करने जैसे कार्यों में भी सक्रिय है और अपनी सेवाओं को विविधित किया है।

उन्होंने कहा कि सोसाइटी गतिविधियों के तहत उत्तर प्रदेश के रामपुर में स्कूल प्रयोगशालाओं में पर्यटन व्यवस्था नहीं होने के कारण प्रायोगिक ज्ञान में पीछे रह जाने वाले 100 और 12वीं के छात्रों का प्रायोगिक ज्ञान प्राप्त करने के लिए इंटर कालेजों को अपनी प्रयोगशालाएं समुदाय करने में मदद की गयी है।

उन्होंने बताया कि रेडिको खेतान ने देश में बाद प्रभावित क्षेत्रों में युवाओं के लिए 51 लाख की वित्तीय मदद दी है। इसके अतिरिक्त कुल 11 एसी लड़कियों को शोध किया गया है, जिनके माता-पिता कुल से पीड़ित हैं। कंपनी उनकी शिक्षा, भोजन, स्वास्थ्य एवं रहन-सहन के लिए वित्तीय सहायता दे रही है।

डॉ खेतान ने बताया कि कौशल विकास, रोजगार के अवसर और महिला सशक्तिकरण कार्यक्रम के तहत रोजगार के अवसर पैदा करने के लिए लड़कों एवं लड़कियों के लिए निष्पक्ष प्रशिक्षण सत्रों का आयोजन किया जाता है। लड़कियों के लिए कढ़ाई, सिलाई, स्मूथिंग जैसी पाठ्यक्रम और लड़कों के लिए रिपैरिंग मेंटोरिंग, कंप्यूटर कोर्स, सेल्समैरिटी, फायर सेफ्टी गार्ड जैसे पाठ्यक्रम शामिल हैं। प्रशिक्षण में शामिल सभी लड़कों को निष्पक्ष सिलाई मशीन एवं स्मूथिंगमिन किए दिए जाते हैं।

25th Dec 2019- Univarta- रेडिको खेतान के कौशल विकास कार्यक्रमों से 500 युवाओं को मिला रोजगार

खाइट हॉल में पलट लाइटों में होगा टूर्नामेंट का फाइनल-सेमीफाइनल

कबड्डी टूर्नामेंट का शानदार आगज

खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

खेलकूट
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

खिलाड़ी
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

किट्टी से दूर होगे गज आठ के बच्चे: केटी सिंह
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

Sunburn Arena comes to the city

Magic Moments has been associated with the continent's biggest music festival for three years now

खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

निमोनिया से बचाव को 85 लोगों का टीकाकरण

शिविर
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

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रेडिको खेतान के गेस्ट हाउस में बांटे कंबल

खजुराहो
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

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कलवट्टे में लगावारी गई बोटल कृशिंग मशीन

मशीन का उद्घाटन करते शीलम साब ने रेडिको के डायरेक्टर केटी सिंह।

खजुराहो बरिष्ठ संवाददाता
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

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रेडिको खेतान ने जलवाए कई जगह अलाव

खजुराहो
खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

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नई 'सर्नबर्न्स-2019' म्यूजिकल कुमेंट्री

नई 'सर्नबर्न्स-2019' म्यूजिकल कुमेंट्री का उद्घाटन किया गया है।

खजुराहो में हो रहे इस कबड्डी टूर्नामेंट में रेडिको खेतान लिमिटेड का प्रमोशन किया गया है।

Radico Khaitan strengthens its footprints in eastern markets with the launch of 8 PM Premium Black Whisky in Assam

Guwahati, Oct 24: Uttarakhand, Himachal Pradesh, Madhya Pradesh, Chhattisgarh, Telangana, and West Bengal. After a huge global acclamation, the company announced the brand into the premium segment to cater to consumers' aspirations and demand for premium products. It's a rare signature blend of Scotch whisky and premium grain spirit. The brand recently topped in the prestigious Tiger Shroff's brand ambassador to build a connect with the potential as well as loyal consumers. Commenting on the launch, Amit Singh, Chief Operating Officer, Radico Khaitan Ltd said, "We identified the growing demand of premium products in the eastern market and found a good opportunity to provide our consumers a superior experience."

Radico Khaitan, the largest player in the Indian Spirits industry, expanded its presence in the eastern part of the country with the launch of 8 PM Premium Black Whisky in Assam. Currently, the brand has its presence in 10 states including Uttar Pradesh, Punjab, Himachal Pradesh, Madhya Pradesh, Chhattisgarh, Telangana, and West Bengal.

8 PM Premium Black Whisky is the extension of 8 PM Whisky, a flagship brand of Radico Khaitan. Launched in 1998, 8 PM Whisky joined the league of becoming a millionaire brand within the 1st year of its launch, registering itself in Limca book of records. After a huge global acclamation, the company extended the brand into the premium segment to cater to consumers' aspirations and demand for premium products. It's a rare signature blend of Scotch whisky and premium grain spirit. The brand recently topped in the prestigious Tiger Shroff's brand ambassador to build a connect with the potential as well as loyal consumers.

25 Nov 2016-The Assam post - Radico Khaitan strengthens its footprints in eastern markets with the launch of 8PM Premium Black Whisky in Assam

It's the millennial spirit: why Third Eye, Nao Spirits, Radico Khaitan are high on vodka and gin

Indians prefer whiskey or rum over white spirits such as vodka or gin. However, there has been a growing fan following for white spirits in the country driven by vodka lovers. The demand for gin too is set to take off as line with the global trend, say experts. It explains why new players are entering the market.

Strong IMFL performance boosts Radico Khaitan's Q2 revenue by 10 pc at Rs 570 crore

Nov 6, 2019 - Business Standard - Strong IMFL performance boosts Radico Khaitan's Q2 revenue by 10 pc at Rs 570 crore

Radico Khaitan, one of the largest spirits companies in the country, on Wednesday reported 10 per cent year-on-year increase in its net revenue at Rs 570 crore during the second fiscal quarter ending September.

It had reported a net revenue of Rs 512 crore in the second quarter of previous fiscal. Gross profit moved up by 18 per cent to Rs 178 crore in Q2 FY20 from Rs 266 crore in Q2 FY19.

Earnings before interest, tax, depreciation and amortisation (EBITDA) came in at Rs 88.27 crore. It was adjusted for environmental compensation of Rs 5.83 crore paid during Q2 FY2020.

Outlook THE NEWS SCROLL

06 NOVEMBER 2019 Last Updated at 2:49 PM | SOURCE: PTI

Radico Khaitan Q2 net up 58 pc at Rs 79.94 crore

New Delhi, Nov 6 (PTI) Liquor maker Radico Khaitan on Wednesday reported a 58 per cent rise in consolidated net profit at Rs 79.94 crore in the second quarter ended September 30.

The company had posted a consolidated net profit of Rs 50.58 crore in the same quarter last fiscal, Radico Khaitan said in a regulatory filing.

Revenue from operations in the quarter under review stood at Rs 2,520.05 crore as against Rs 1,906.1 crore in the year-ago period, a growth of 32.2 per cent, it added.

The company said it has chosen to exercise the option of lower corporate tax rate and recognised provision for income tax for the half year ended September 30, 2019 and re-measured its deferred tax assets accordingly, thereby gaining Rs 26.62 crore.

Total expenditure in the second quarter was higher at Rs 2,454.38 crore as compared to Rs 1,834.31 crore in the same period a year ago, it added.

Commenting on the results, Radico Khaitan Chairman and Managing Director Lalit Khaitan said the company had a robust operational and financial performance during the last quarter which was otherwise impacted by the overall economic slowdown.

6th Nov, 2019- Outlook - Radico Khaitan Q2 net up 58% at Rs 79.94 crore

Radico Khaitan Q2 net up 58 pc at Rs 79.94 crore

PTI | Nov 6, 2019, 15:01 IST

Shocking to know how is she making Rs. 7200/day Career Journal

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Radico launches 8 PM in Assam whisky mart

GUWAHATI, OCT 23: Radico Khaitan, the largest player in the Indian spirits industry, expanded its premium whiskey portfolio to the eastern part of the country with the launch of '8 PM Premium Black Whisky' in Assam today. Currently, the brand has its presence in 10 states including UP, Punjab, Chandigarh, Delhi, Uttarakhand, Himachal Pradesh, MP, Chhattisgarh, Telangana, and West Bengal.

8 PM Premium Black Whisky is the extension of 8 PM Whisky, a flagship brand of Radico Khaitan. Launched in 1998, 8 PM Whisky joined the league of becoming a millionaire brand within the 1st year of its launch, registering itself in Limca book of records. After a huge global acclamation, the company extended the brand into the premium segment to cater to consumers' aspirations and demand for premium products. It's a rare signature blend of Scotch whisky and premium grain spirit. The brand recently roped in the magnificent Tiger Shroff as the brand ambassador to build a connect with the potential as well as loyal consumers.

23 Nov 2016-The North East Times - Radico Khaitan launches 8PM in Assam whisky mart

Radico Khaitan Q2 net up 58%

PTI IN NEW DELHI

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7th Nov 2016-The Pioneer - Radico Khaitan Q2 net up 58% at 79.94 crore

06 Nov 2019 - Zee Business - Steady topline growth for Radico Khaitan



मंच से डॉ. ललित खेतान को किया गया सम्मानित

हो फिल्म बुदिलखंड कर रहे हैं। कि तनाव महोत्सव

फिल्म महोत्सव के उद्घाटन अवसर पर मंच से उद्योगपति रॉडिको के डॉ. ललित खेतान को भारत गौरव से सम्मानित किया गया। उद्योगपति खेतान ने खुजुओ फिल्म महोत्सव को पूरा सहयोग देने की बात कही। फिल्म निदेशक कुलदीप मक्कड़ ने फिल्म महोत्सव पर प्रकाश डाला। उद्घाटन से पूर्व अभिनेत्री सुष्मिता मुखर्जी ने पूजा अर्चना की। आयोजन की शुरुआत गणपति वषा मोरया के गुंजायमान के साथ हुई।

Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-3) contests winners.

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



Prakash
IT DEPARTMENT, DELHI

GUESS THE ALCOHOL CONTENT ★★★★ QUIZ WINNERS ★★★★★



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