



Radico Khaitan Ltd.
(BSE: 532497; NSE: RADICO)

Investor Presentation

November 2020



1.	Industry dynamics	2
2.	Company overview	5
3.	Strategic direction	11
4.	Financial performance	17
5.	Branding & marketing	23

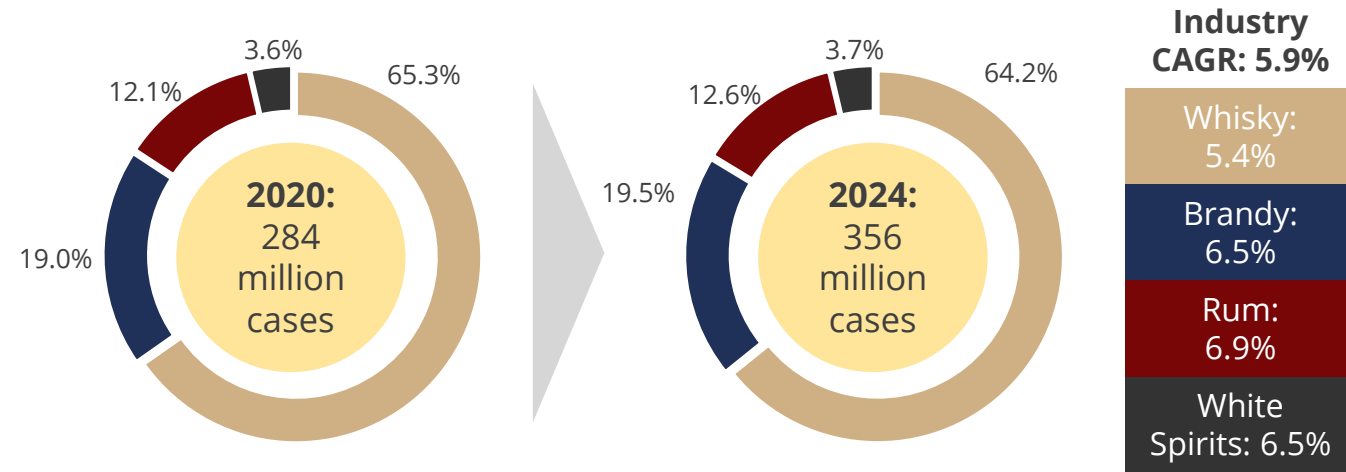


Spirits Industry in India

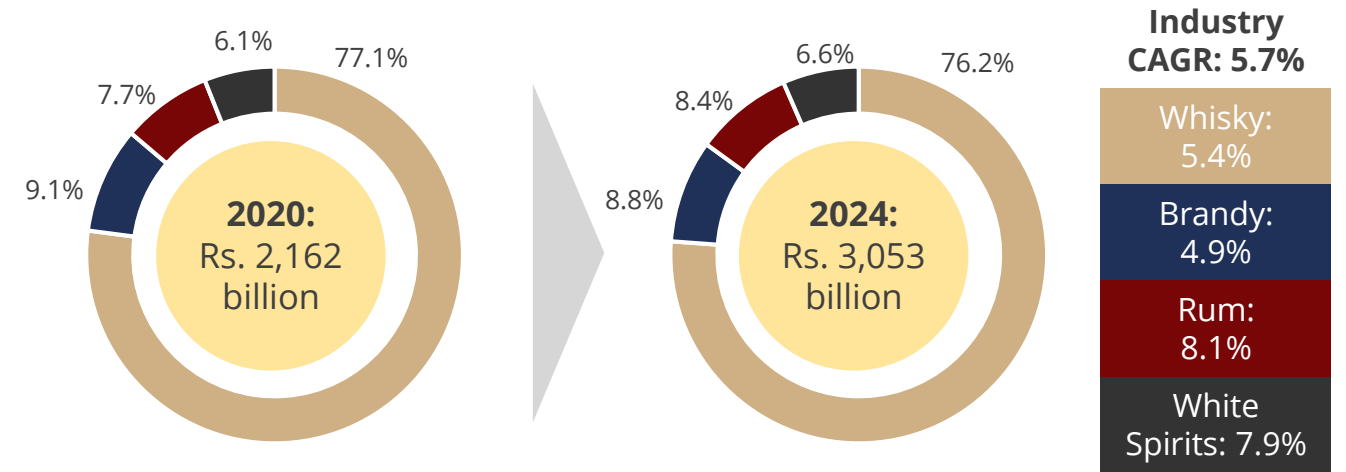
Faced by challenges in the near term; long term dynamics remain intact



Sales of Spirits by Category (Volume)

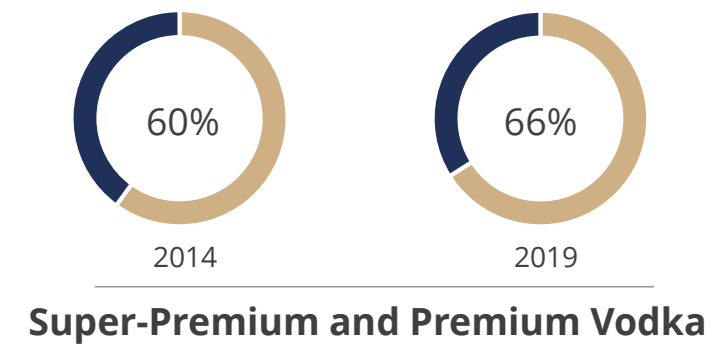
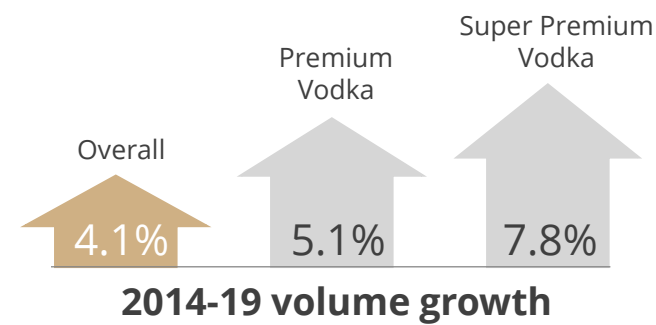


Sales of Spirits by Category (Value)



- Spirits sales in India is expected to be 284 million cases in CY2020 representing a decline of 15.3% over CY2019 due to ongoing pandemic scenario
- During 2020-24 period, IMFL sales value is expected to grow at a CAGR of 5.7% and sales volume at 5.9%

Vodka industry growth indicates a strong premiumization trend



Source: Euromonitor International (May 2020)



Spirits Industry in India

A highly regulated industry with complex structure



Market Structure	Overview	Pricing Control	States
Free / Open market	A business may apply for a license for a fee defined by the state government subject to license availability	Company has reasonable independence over price increases	Arunachal, Assam, Goa, Maharashtra, Meghalaya, Tripura, Uttar Pradesh
Auction market	The license for sale of liquor is auctioned by the Government to the highest bidder on an annual basis based on an auction process	Company has to negotiate price increases with state appointed distributors	Chandigarh, Haryana, Punjab
State owned / Government corporations	The government is the wholesaler and/or distributor who purchases directly from a company. Some states also have retail shops run by the government	Strict control on pricing by the state government	Andhra Pradesh, Chhattisgarh, Delhi, Jharkhand, Karnataka, Kerala, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, West Bengal
Prohibition	States where sales of liquor is prohibited	Not applicable	Bihar, Gujarat

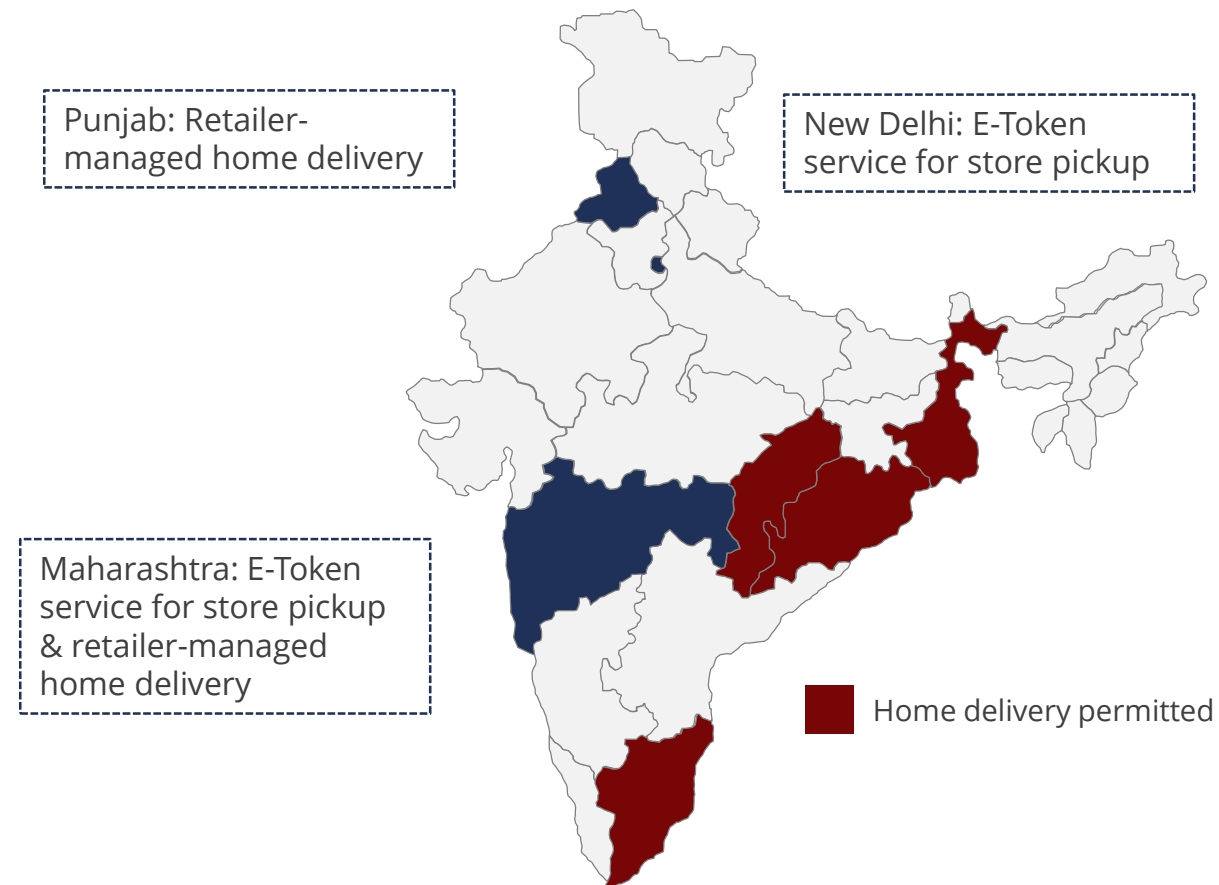


Spirits Industry in India

Online liquor sales – a new route to market opportunity



Online liquor sales



- In context of the COVID-19 pandemic and to make-up for the loss of sales with consumers refraining from going for liquor purchase, many state governments have now allowed home delivery of liquor
- Home delivery is made by retailers directly and also through agencies like food aggregators and standard technology platforms
- In long run, this may help in increasing industry revenues as many consumers, particularly women, are not comfortable going out to buy liquor from shops



Company Overview

One of the largest and oldest spirit manufacturers in India



1943

Year of
Incorporation

75 years of experience in spirits making. One of the most recognized IMFL brands in India

165

Million litres

One of the largest spirits manufacturers. Operates three distilleries and one joint venture

32

Bottling
units

Strategically limiting interstate taxes and transport costs. Five own and 28 contract bottling units spread across the country

75,000

Retailers

Strong distribution network. Sale through over 75,000 retail and 8,000 on premise outlets

29%

FY2020
Premium
volume
share

Consistently increasing Prestige & Above brand contribution to total IMFL volumes; 49.5% in value terms

FY2020
Net Revenue

24.3

(Rs. billion)

With EBITDA margin of 15.2%



Brand Portfolio

Broad choice for consumers with focus on premium brands

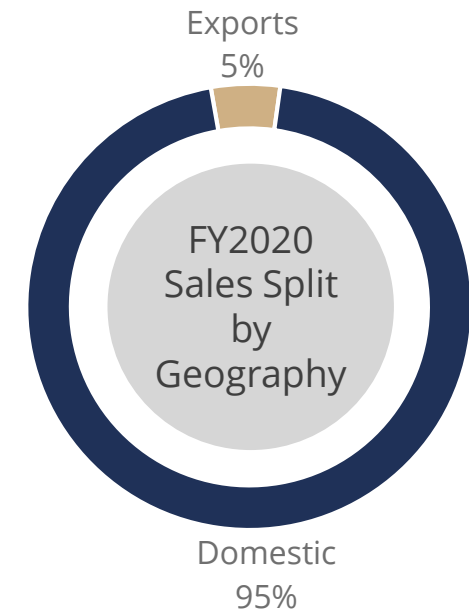
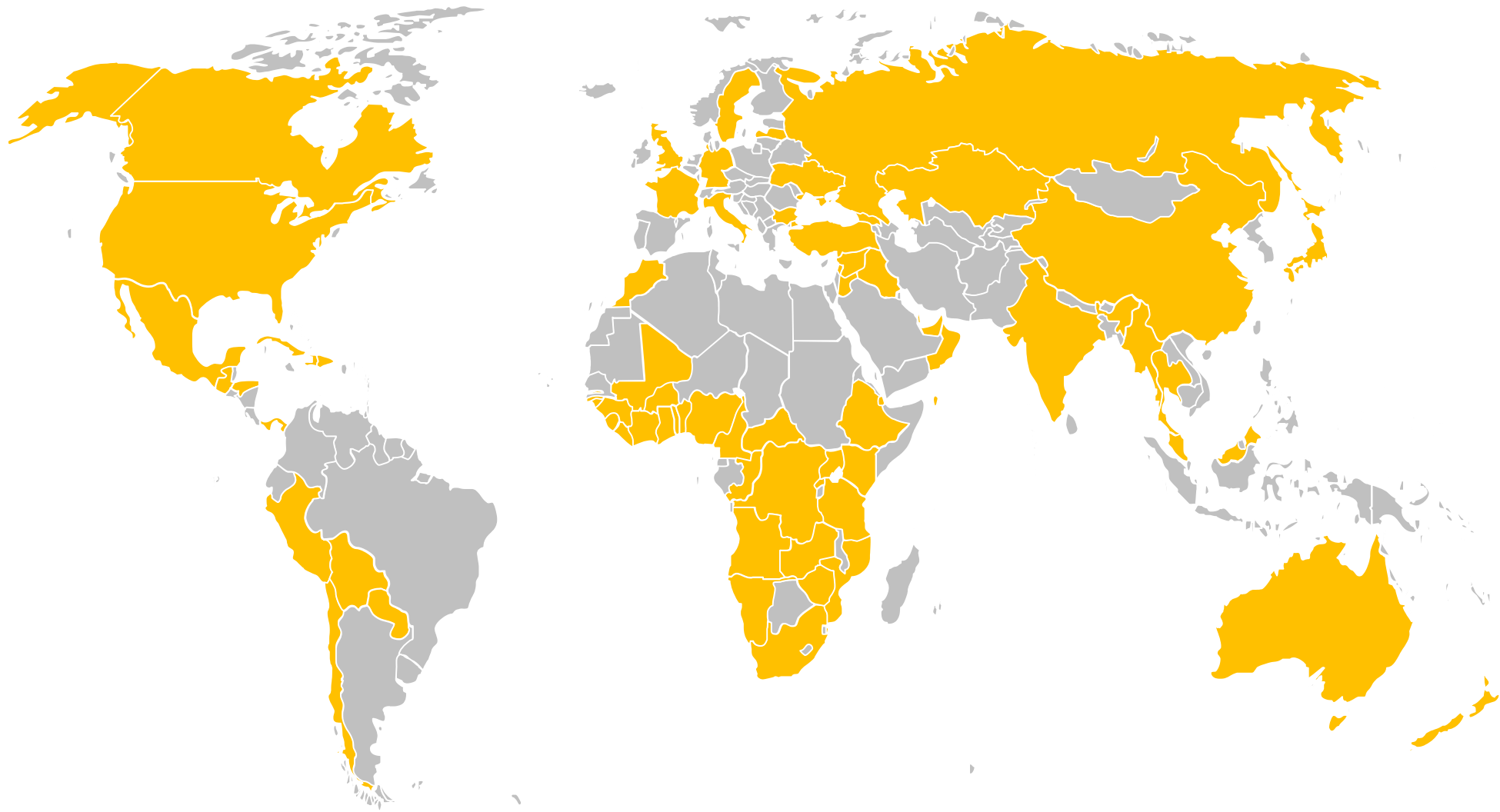


MRP	Whisky	Rum	Brandy	Vodka	Gin	Ready to Drink
Luxury > Rs. 4,000						
Semi Luxury Rs. 1,000 – 1,500						
Super Premium Rs. 700 – 1,000						
Semi-Premium / Premium Rs. 500 – 700						
Deluxe Rs. 400 – 500						
Regular Rs. 300 – 400						
Ready to Drink Rs. 100 – 150						



Global Presence

Significant progress in building the brand equity in the overseas markets



Exports to over 85 countries across the world

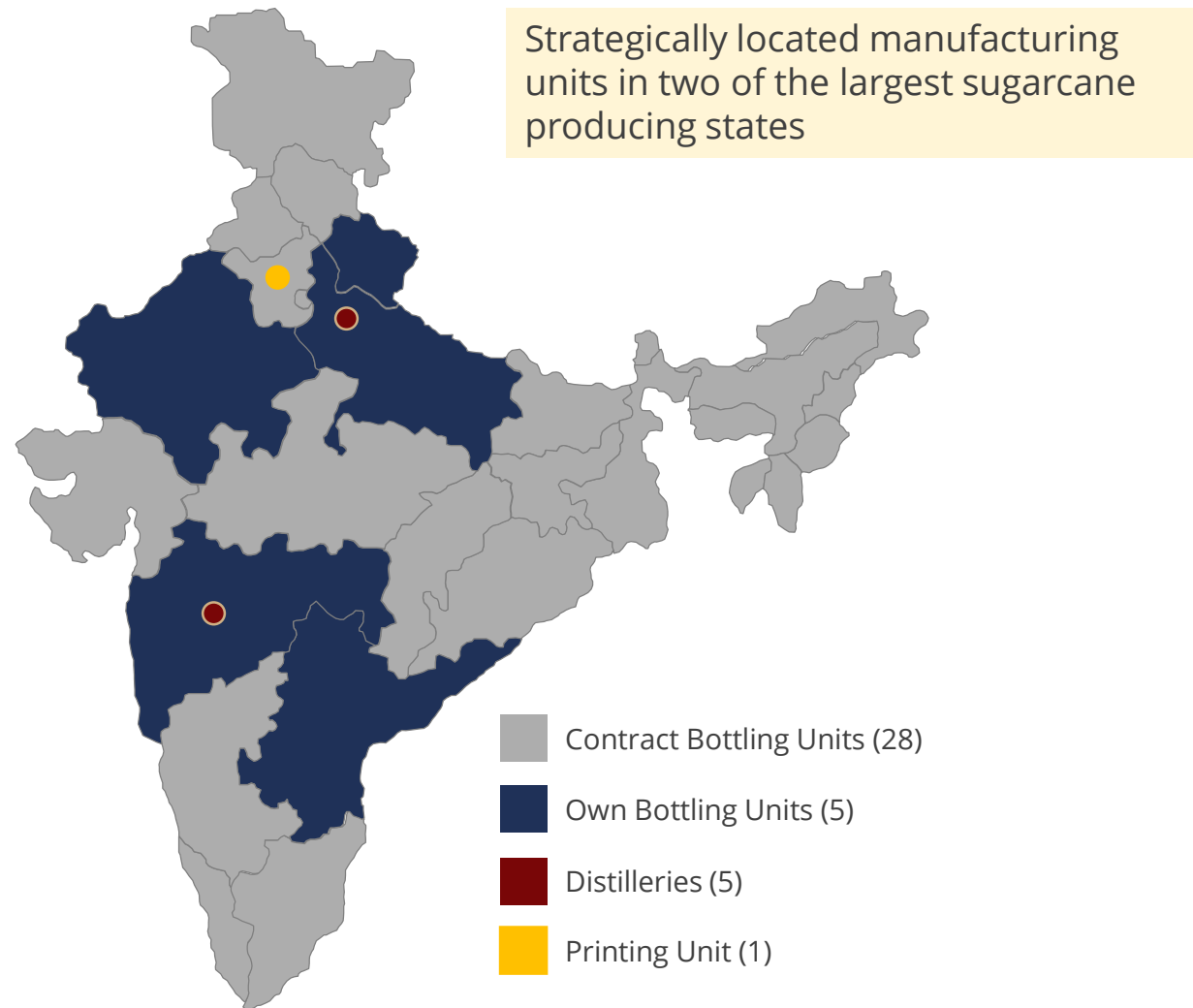


Manufacturing and Distribution Platform

Consumer centric go-to-market strategy



Pan India manufacturing platform to cater to customer needs



Location	Distilleries	Molasses	Grain	Malt	Total
		Capacity (million litres)			
Rampur	3	75.0	27.0	7.5	109.5
Aurangabad	2	40.0	15.0	0.0	55.0
Total	5	115.0	42.0	7.5	164.5

Robust region wise and channel wise sales and distribution network

- Sells through over 75,000 retail outlets and over 8,000 on premise outlets
- Apart from wholesalers, a total of around 350 employees divided into four zones, each headed by regional profit center head
- Responsible for sales planning, production planning, sale monitoring and market share analysis
- Supported by regional marketing services head for implementing various marketing and trade promotion schemes



Senior Management

Experienced management team with in-depth industry experience



Key Executives

Background



Dr. Lalit Khaitan, Chairman & Managing Director

- Has over 50 years of industry experience
- He is on the managing committee of a number of associations, including the PHD Chamber of Commerce and Industry, the Associated Chamber of Commerce and Industry of India, All India Distillers Association, Uttar Pradesh Distillers Association and Confederation of Indian Industry
- Received the lifetime achievement award by the Confederation of Indian Alcoholic Beverage Companies in 2005 and by Alcobev in 2008. Most recently been awarded the 'Legend of the Industry' at Spiritz 2014



Abhishek Khaitan, Managing Director

- Has over 25 years of industry experience
- Started the IMFL division of the Company and has played an instrumental role in the brand creation journey of the Company
- Was named the 'Top Entrepreneur of the Year' by Inspirit in 2008
- Also received the Inspirit 2014 'Young Entrepreneur of the Year' Award



K. P. Singh, Director – Production

- Has over 45 years of industry experience and has been with the Company for over three decades
- He is also the Occupier (as defined under the Factories Act) of the Company's factory in Rampur, Uttar Pradesh



Senior Management

Experienced management team with in-depth industry experience



Key Executives

Background



Dilip. K. Banthiya, Chief Financial Officer

- Has over 35 years of in corporate finance, treasury, international finance and corporate mergers and acquisitions
- Invited to the CFO100 Roll of Honour 2012 in recognition of excellence
- Has been associated with various professional bodies and committees



Amar Sinha, Chief Operating Officer

- Has over 33 years of experience of heading reputable Indian and multinational FMCG companies and in the field of sales & marketing
- Prior to joining Radico in April 2017, he was the Executive Director at Wave Industries
- Has also served Shaw Wallace where his last position was MD and CEO
- He has also served in leadership positions at White & Mackay India, BDA Ltd (now ABD) and Playwin, among others



Sanjeev Banga, President - International Business

- Has over 30 years of industry experience
- Previously worked with Seagram India, Nestle India, Kohinoor Foods, Mason and Summers Alcobev, and Godfrey Phillips India
- Joined Radico Khaitan in 2008



Strategic Roadmap

Focus on building brands and driving a profitable growth



Innovation and brand building

- **Established track record:** Magic Moments vodka, Morpheus brandy
- **New launches:** 8PM Premium Black whisky, Jaisalmer Indian Craft gin, Rampur Indian Single Malt, Morpheus Blue brandy, 1965 The Spirit of Victory rum, Electra ready to drink, Pluton Bay rum, Regal Talon whisky

Premium growth

- Growth driven by Prestige & Above category brands
- Strong premiumization focus with over 12.5% volume growth since FY2016
- Prestige & Above category contribute to 29.0% of IMFL volumes and 49.5% of the IMFL value sales during FY2020

Strong cash flow generation and deleveraging

- Focused on a profitable growth driven by Prestige & Above category brands
- Ongoing debt reduction
- Improved profitability margins and return ratios

Consumer centric go-to-market strategy

Human resource development



Innovation and Brand Building

Twelve brands launched in the last decade, eleven are in premium categories



Started the branded IMFL division and launched its first brand **8 PM Whisky**; Became a millionaire brand in first year of launch

After creating brands in high volume regular categories, launched the first product in the semi premium category, **Magic Moments Vodka**

Launched **After Dark**, a premium category whisky

Launched two new flavors of **Magic Moments Verve Vodka**

Launched **Rampur Indian Single Malt** luxury whisky and **Regal Talons Semi Deluxe** whisky

Launched **Jaisalmer**, a luxury Indian craft gin, **8PM Premium Black** whisky and **Morpheus Blue** super premium brandy



Launched **Old Admiral Brandy** in the regular category; Became one of the leading brands in CSD

Launched **Morpheus Super Premium Brandy**; **Magic Moments** became a millionaire brand

Launched **Magic Moments Verve**, a super premium vodka followed by flavors of Verve

Launched **ELECTRA**, a premium ready to drink product

Launched **Pluton Bay Premium Rum** and **1965 The Spirit of Victory Premium Rum**

One of the few companies in India to have developed its entire brand portfolio organically with in house capabilities

Four millionaire brands – 8 PM Whisky, Contessa Rum, Old Admiral Brandy and Magic Moments Vodka

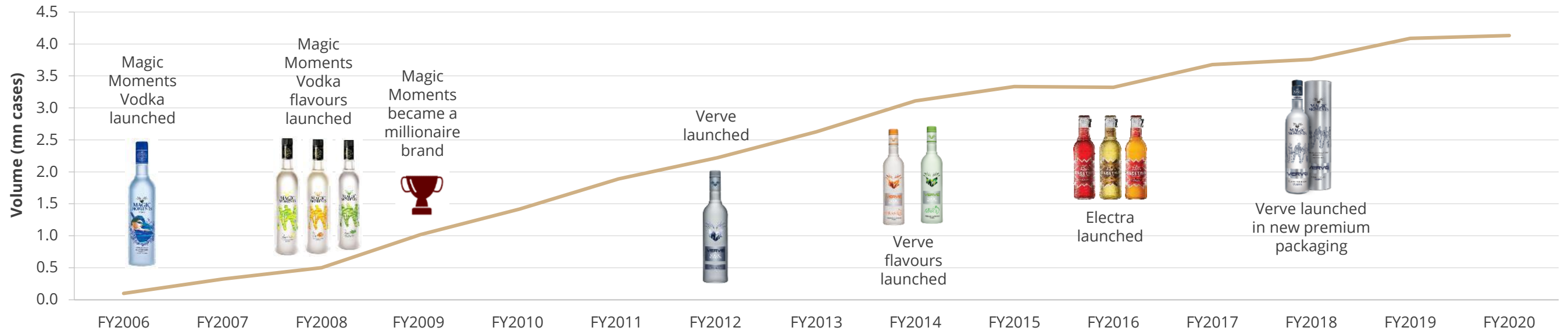


Innovation and Brand Building

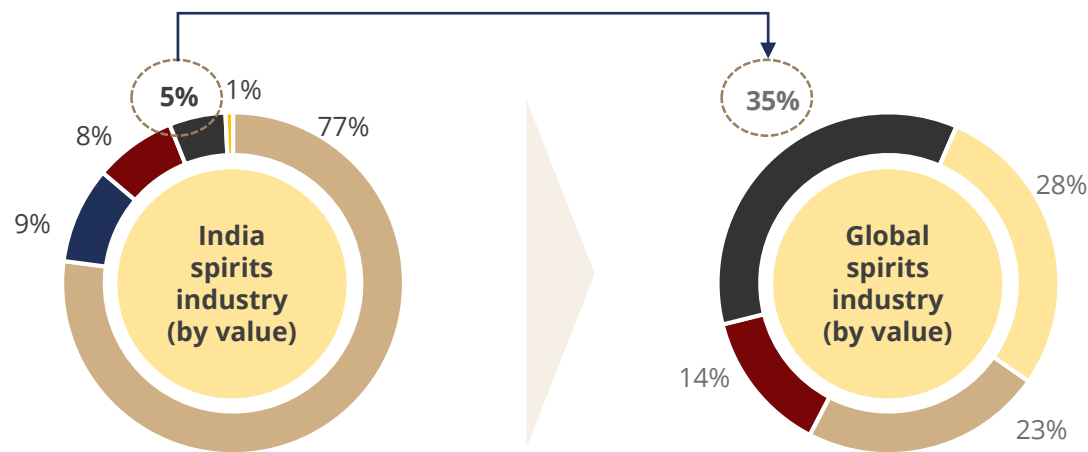
Track record of developing successful brands



Magic Moments family of vodka leads the Indian vodka industry with over 60% market share



Change of Indian consumer preference towards global vodka consumption pattern represents significant growth opportunity



- Radico Khaitan’s Magic Moments vodka has over 60% market share
- The Millionaire Club ranked Magic Moments as the 11th largest vodka globally
- Market share of vodka (in value terms) in the global spirits industry is about 35% compared to only 5% in India
- Changing consumption patterns and consumer preference represent significant growth opportunity for already a market leader, Radico Khaitan

Source: Euromonitor International (May 2020), Industry research



Innovation and Brand Building

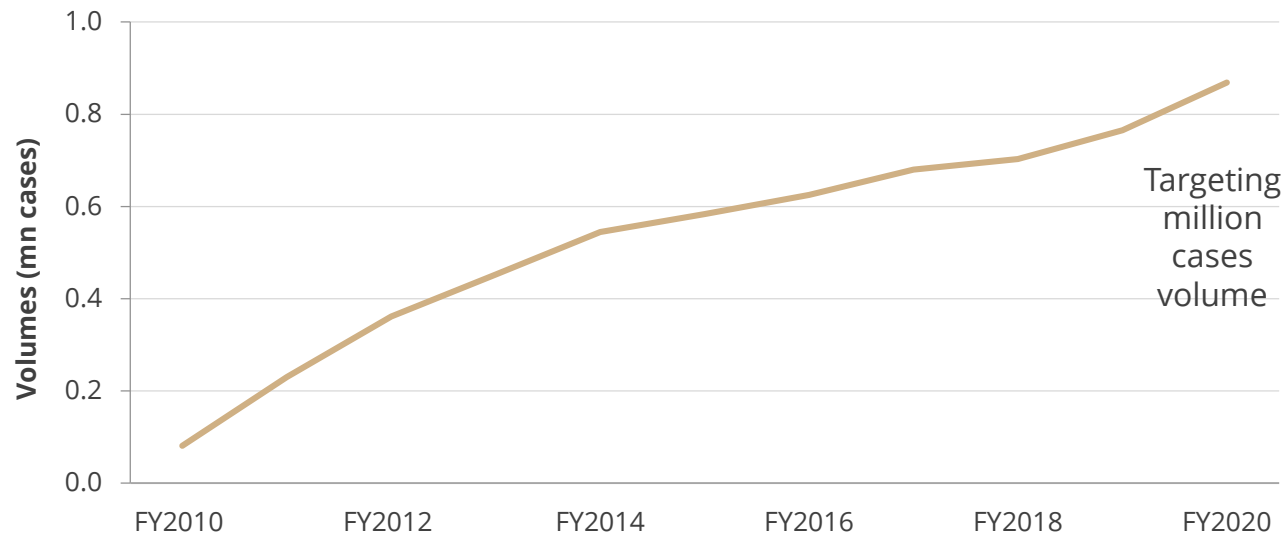
Track record of developing successful brands



Morpheus leads the super premium brandy segment with 56% market share



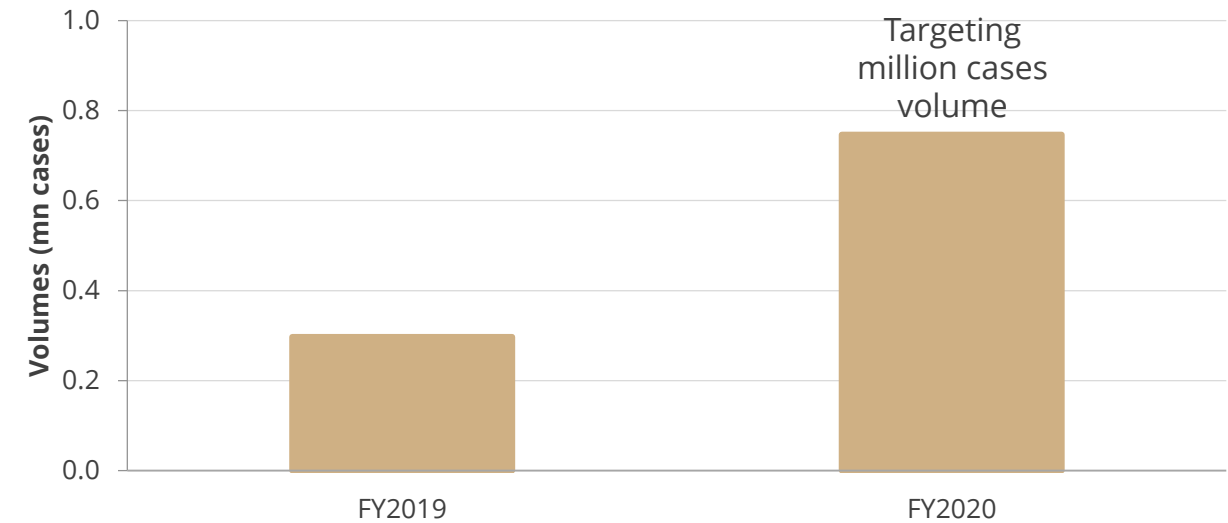
- Morpheus, India's largest selling premium brandy, crafted by our master blenders to challenge traditional brandy tenets
- Named after the Greek God of Dreams, it provides an exotic experience to the premium brandy lovers. Its goblet packaging and brand positioning have helped create a niche
- After the success of Morpheus, the Company launched Morpheus Super Premium brandy in 2018



8PM Premium Black whisky has established its mark within a short span after its launch



- 8PM Premium Black - India's new premium whisky, achieving the perfect balance of strength & smoothness
- Made with the finest quality grain, this whisky is the epitome of lavishness and quality drinking
- Won Gold at the Global Monde Selection Awards in the calendar years 2019 and 2020





Innovation and Brand Building

Track record of developing successful brands



Rampur Indian Single Malt testifies the Company's innovation and R&D strengths



- Rampur Single Malt is a luxury brand that is manufactured at our plant in Rampur (UP)
- It is aged to perfection in the foothills of the Himalayas and is called the Kohinoor of single malts
- It has drawn global recognition for its smoothness, taste and quality within a very short time since its launch in FY2017, with expressions priced between US \$70 and US \$1400
- The Company has made investment in the malt capacity expansion to cater to the demand for this product
- The Rampur Double Cask expression was awarded with the 'Best World Whisky Gold Medal 2020' by The Fifty Best, New York
- Rampur Select won Gold Medal at the San Francisco World Spirits Competition in 2017
- Whisky Advocate Magazine ranked it among the Top 20 Whiskies of the World at 5th position

8PM Premium Black whisky has established its mark within a short span after its launch



- A triple-distilled neutral grain spirit, re-distilled in a traditional copper pot still; the recipe is handcrafted in a time-honored way
- Derived from the ancient Indian knowledge of herbs; retaining the classic gin flavor of juniper berries, a refreshing twist has been added with hand-picked Indian botanicals
- Of the 11 botanicals used in the distillation, 7 have been sourced from all four corners of India
- Won Grand Gold at the Global Monde Selection Awards in the calendar year 2020
- Rated as the Best Gin produced out of Asia in 2019 at The Gin Guide Awards, the most respected honor for Gin in the world
- Gold Medal By The Fifty Best New York 2020 Scored 95 points in Ultimate Spirits Challenge 2020



Social Responsibility

Actively contributing to the development of the society



CSR at Radico Khaitan is creating sustainable programs that actively contribute to and support the social and economic development of the society. The Company is committed to community development, enhancing livelihood, promoting education and health care including preventive health care and ensuring environmental sustainability

Academic Excellence Awards

- Adopted 11 girls for their education, lodging and boarding in Rudrapur, Uttarakhand
- Recognition and laptop award for the three toppers in the Rampur district in class XII
- Recognition and gift cheque award for the three toppers in the Rampur district in class X
- Recognition and gift cheque for children of the Company’s workers and contractors who have scored above 60%
- Sponsored education of one of children of a deceased employee.



Tree Plantation Drive

Rampur Distillery planted 2500 plants in the plant premises during the Tree Festival. Planted 3100 plants to celebrate the World Environment Day



COVID-19 Relief Measures

The Company continued to provide its support in the nation’s fight against Coronavirus. In addition to supplying sanitizers to various government departments and hospitals, and cash donations, Radico Khaitan also started public area sanitization drive in Rampur district using Turbo Mist Sanitization Machine.

रेडिको खेतान ने रामपुर के हॉटस्पॉट क्षेत्रों के साथ नगर भर में किया सैनिटाइजर स्प्रे



शाहदासपुर
रामपुर, रेडिको खेतान के डायरेक्टर केपी सिंह ने जनशक्ती टी वी के रेडिको खेतान द्वारा टाईम मिस्ट सैनिटाइजेशन मशीन से सैनिटाइजर का स्प्रे रामपुर के अनेकों क्षेत्रों में किया जा रहा है। उन्होंने कहा कि सैनिटाइजर के हिट्टुकेशन से कोरोना वायरस के संक्रमण को रोकने में अत्यंत सहायता मिलती है। पिछले कई सप्ताह से रेडिको खेतान प्रतिदिन नए एवं प्राचीन क्षेत्रों में सैनिटाइजर स्प्रे करता रहा है। रामपुर में अलग-अलग, मंडरपुर, ज्वला नगर आदि बंदू क्षेत्रों में जब कोरोना संक्रमण के पॉजिटिव केस भी अभी टाईम मिस्ट सैनिटाइजर मशीनों द्वारा इन क्षेत्रों में हिट्टुकेशन किया गया था, अब वह क्षेत्र हॉटस्पॉट से मुक्त हैं।

से प्रारण हो जाती है, इसे अत्यंत कम लागत में सैनिटाइजेशन मशीन को संचालन को प्रथम परीक्षा में हिट्ट स्पॉट में उनमें पर्याप्त अन्य क्षेत्रों में भेजे हैं। रेडिको खेतान का यह प्रयास बहुत सफल रहा, एवं हमें आशा है कि रामपुर को जल्द से जल्द रेडिको खेतान के सैनिटाइजेशन के इस कार्य को बहुत सारा। रामपुर की जनता का भी भाग्य सहायोग प्राप्त हो रहा है, लोग स्वयं भी कॉल करके अपने अपने क्षेत्रों में सैनिटाइजेशन हेतु आह्वान कर रहे हैं। सभी के सहयोग से कोरोना संक्रमण शीघ्र समाप्त होगा ऐसा आशा है।

जिला प्रशासन को रामपुर विभागीय पट्टीकरण के व्यवस्था को है जिसे कंट्रोल रेट पर रामपुर काई सैनिटाइजर को संचालन हो रहा है। मुकेश्वर को अन्वर के बिन्दु केनरी क्षेत्र, चमरीआ

पुरनगर, आसरा कालोनी इत्यादि इलाकों में सैनिटाइजर स्प्रे किया गया तथा जामा मस्जिद, किला, रोडवेज, रेलवे स्टेशन, कलेक्ट्रेट आदि में सैनिटाइजेशन स्प्रे किया गया।

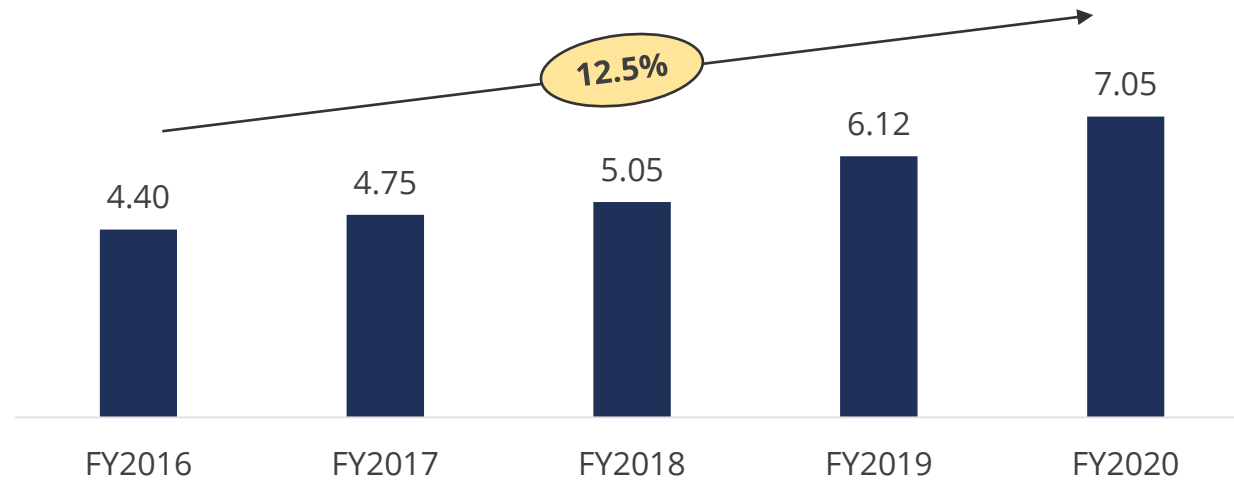


Historical Financial Trend

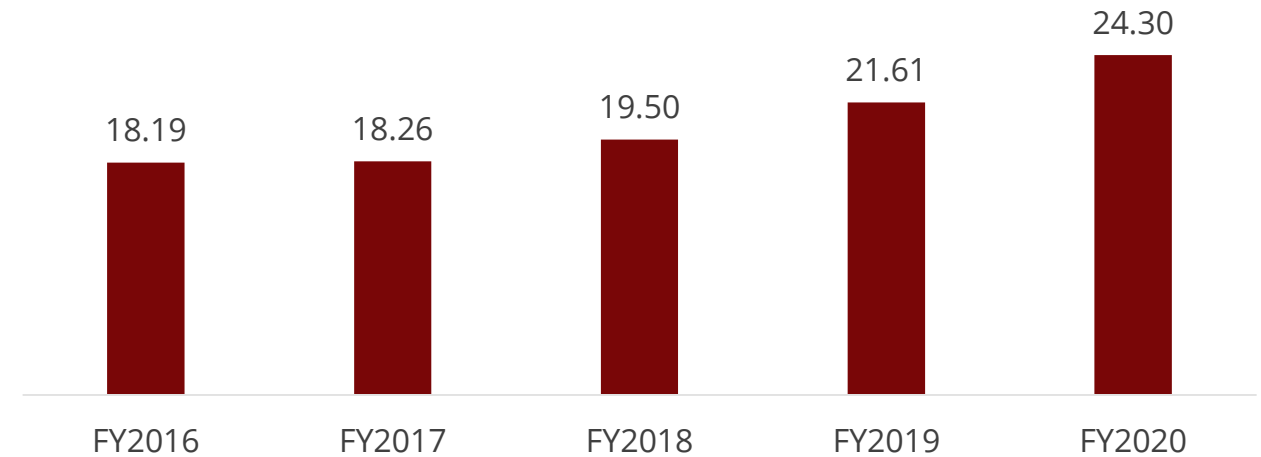
Strong premiumization focus with over 12.5% growth since FY2016



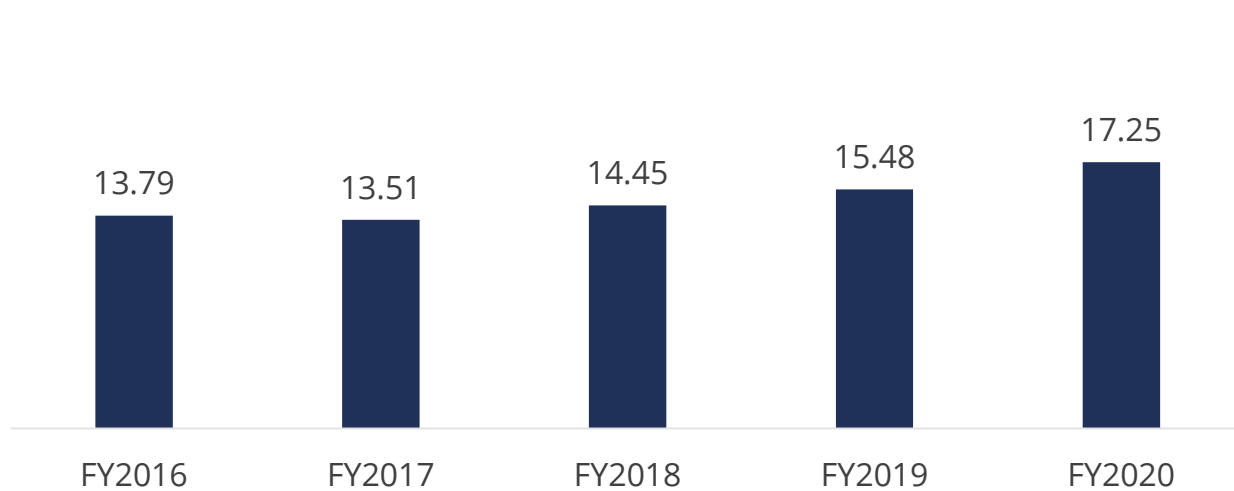
Prestige & Above brands (Million cases)



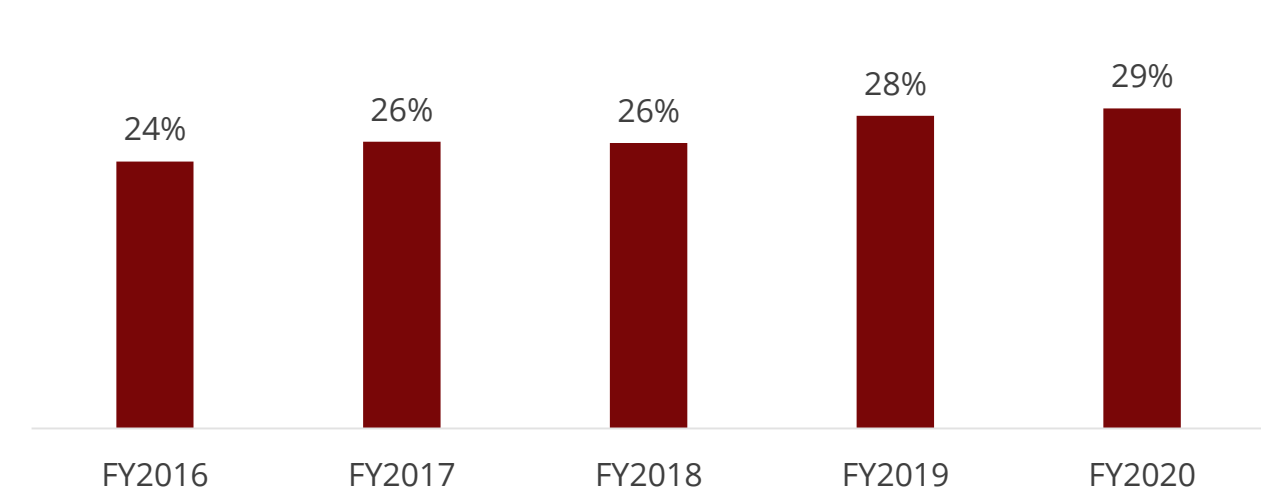
Total volumes (Million cases)



Regular & Others brands (Million cases)



Prestige & Above volume as % of Total volumes



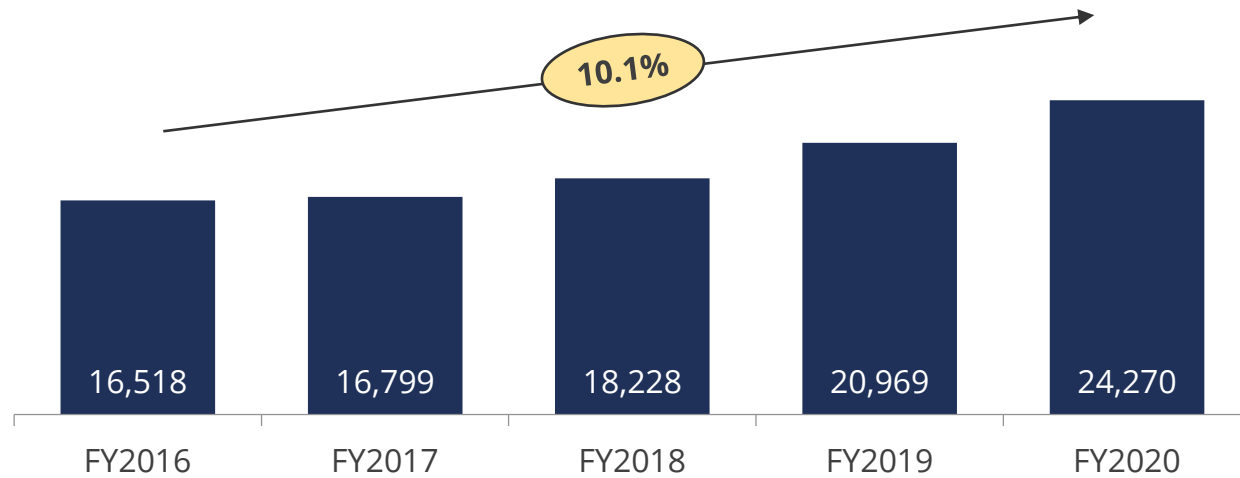


Historical Financial Trend

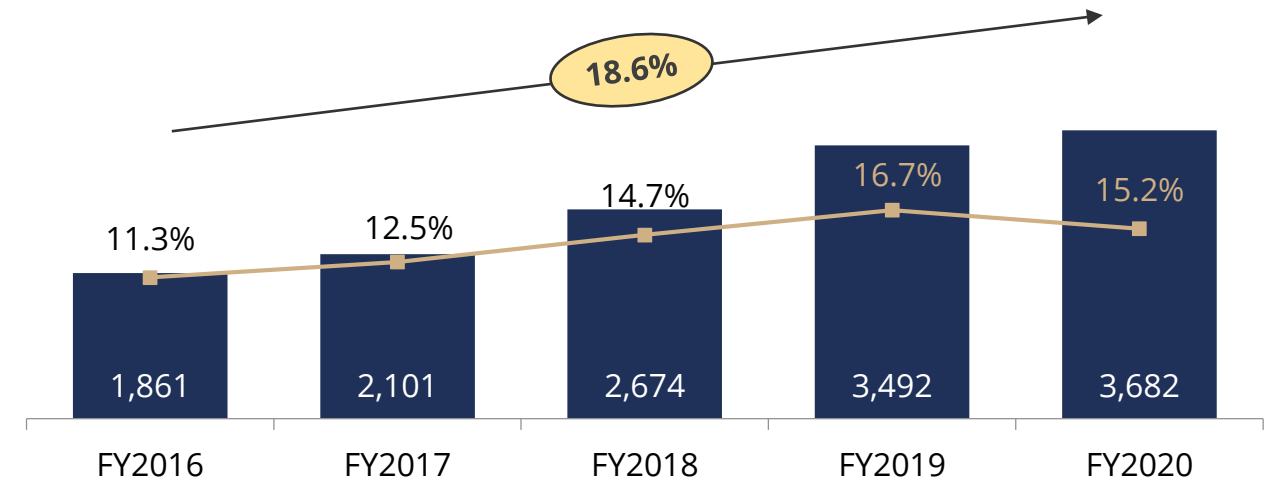
Consistent revenue growth with robust profitability



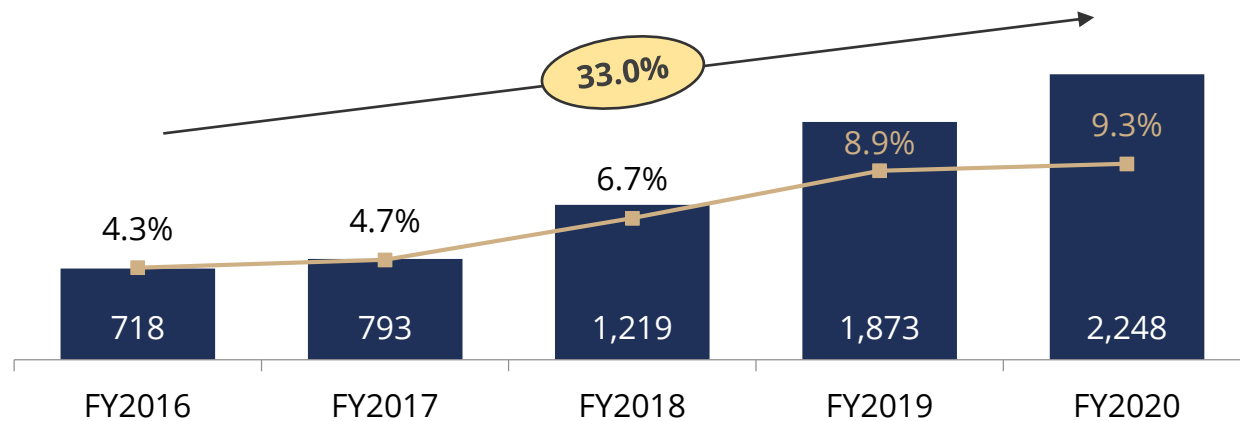
Net Sales (Rs. Million)



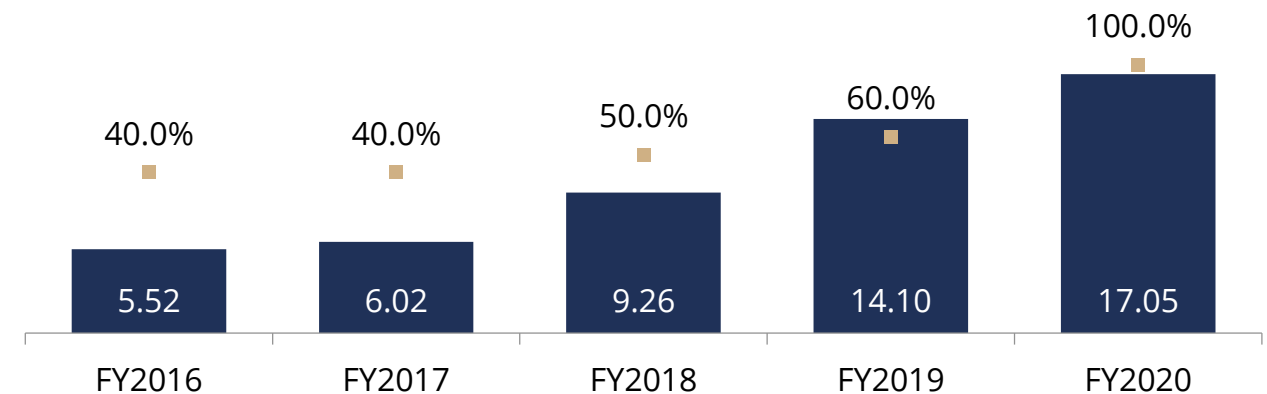
EBITDA (Rs. Million) and Margin (%)



Net Comprehensive Income (Rs. Million) and Margin (%)



EPS (Rs.) and Dividend (%) Trend



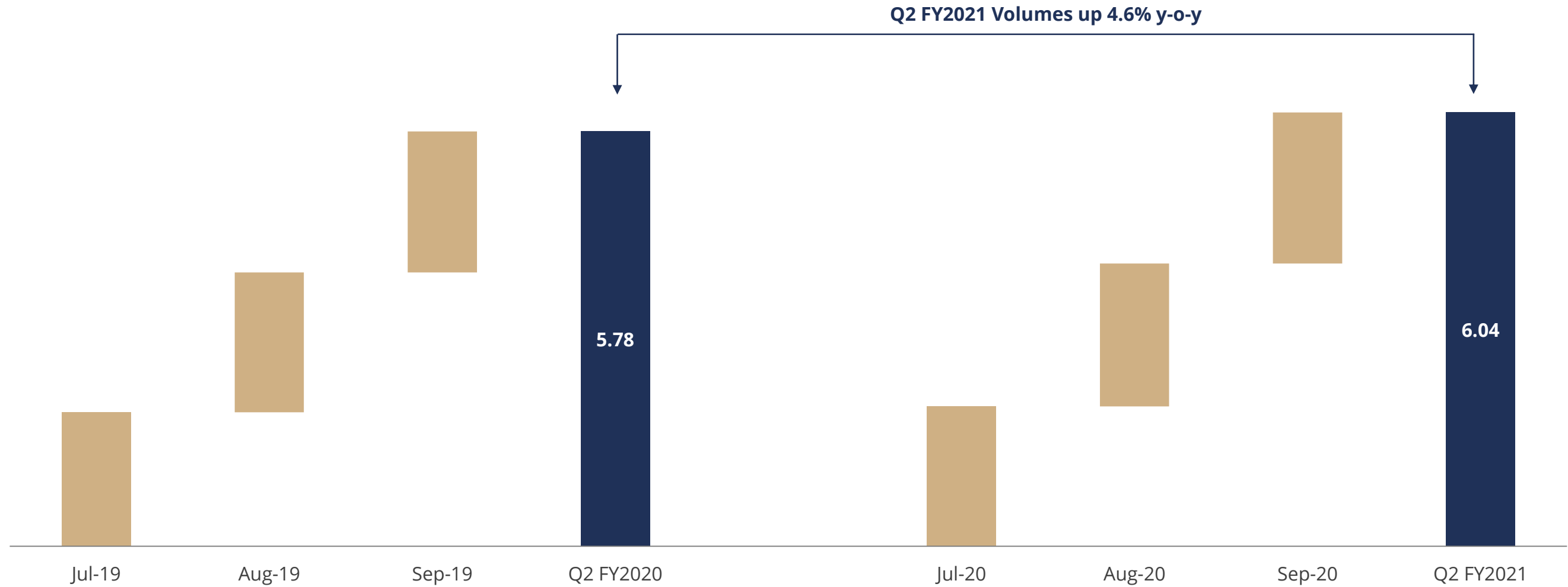


Q2 FY2021 Highlights

Achieved growth over the pre-COVID levels



IMFL volumes (million cases) : Y-o-Y performance



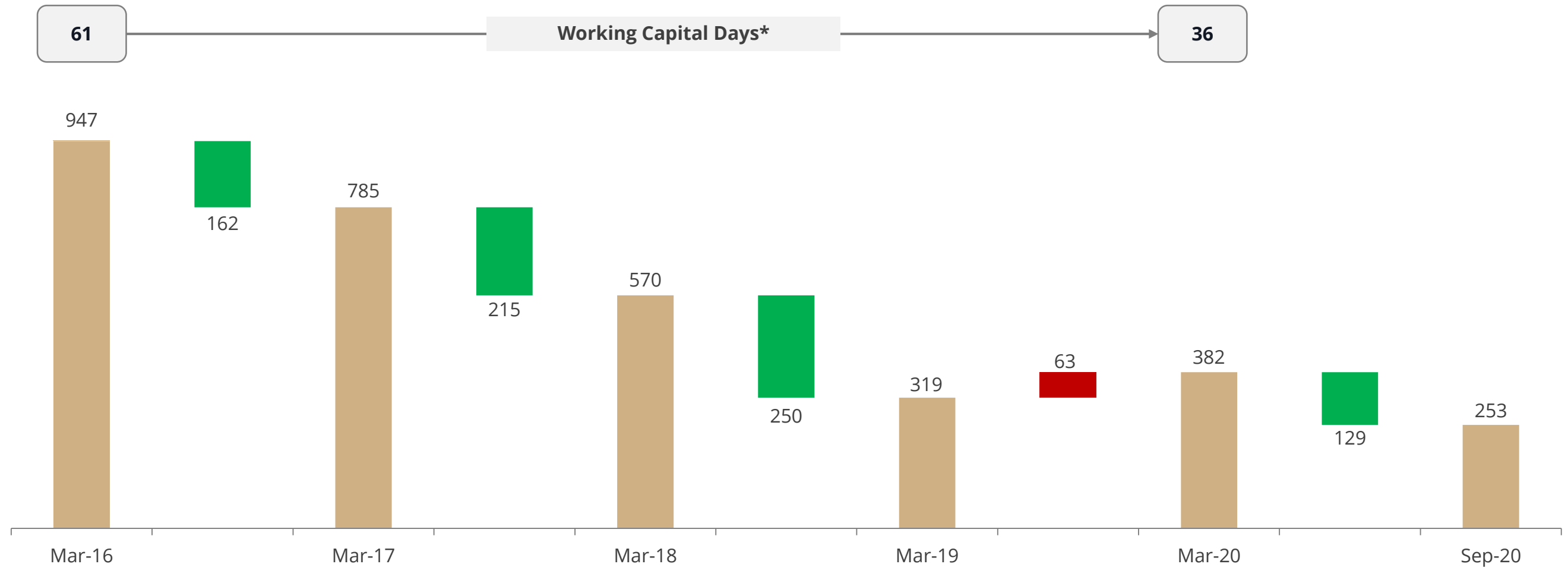


Q2 FY2021 Highlights

Strong cash flow generation and net debt reduction of over ₹ 129 Crore in since March 2020



Cumulative net debt reduction of ₹ 694 Crore since FY2016 coupled with higher working capital efficiency



* Working Capital Days = (Trade Receivables + Inventories - Trade Payables) / Gross Revenue from Operations X 365



Q2 FY2021 Performance Overview



	Q2		y-o-y	H1		y-o-y
	FY2021	FY2020	Growth (%)	FY2021	FY2020	Growth (%)
Operational Performance (Million Cases)						
Prestige & Above	1.69	1.63	3.6%	2.74	3.62	(24.2)%
Regular & Others	4.35	4.15	5.0%	6.84	8.41	(18.7)%
Total Volume	6.04	5.78	4.6%	9.58	12.03	(20.4)%
<i>Prestige & Above as % of Total</i>	28.0%	28.3%		28.6%	30.1%	
Financial Performance (₹ Crore)						
Revenue from Operations (Gross)	2,740.32	2,520.05	8.7%	4,514.98	5,197.13	(13.1)%
Revenue from Operations (Net)	630.05	570.17	10.5%	1,039.20	1,193.76	(12.9)%
Gross Profit	308.24	273.77	12.6%	531.77	572.94	(7.2)%
<i>Gross Margin (%)</i>	48.9%	48.0%		51.2%	48.0%	
EBITDA *	106.65	86.27	23.6%	181.88	186.39	(2.4)%
<i>EBITDA Margin (%)</i>	16.9%	15.1%		17.5%	15.6%	
Profit Before Tax	92.28	61.72	49.5%	150.49	144.09	4.4%
Total Comprehensive Income **	71.97	78.32	(8.1)%	115.62	132.89	(13.0)%
<i>Total Comprehensive Income Margin (%)</i>	11.4%	13.7%		11.1%	11.1%	
Basic EPS (₹)	5.42	5.89	(7.9)%	8.72	10.00	(12.7)%

Above financials are on Standalone basis

* EBITDA for FY2020 adjusted for Environmental Compensation of ₹ 5.83 Crore paid during Q2 FY2020 and ₹ 7.02 Crore paid during H1 FY2020

** Tax provision last year included ₹ 26.62 Crore of Deferred Tax benefit



Q2 FY2021 Performance Overview



(₹ Crore)	Q2		y-o-y	H1		y-o-y
	FY2021	FY2020	Growth (%)	FY2021	FY2020	Growth (%)
Revenue from Operations (Gross)	2,740.32	2,520.05	8.7%	4,514.98	5,197.13	(13.1)%
Revenue from Operations (Net)	630.05	570.17	10.5%	1,039.20	1,193.76	(12.9)%
Other Income	3.75	1.87	100.2%	5.62	5.19	8.2%
Income from Operations	633.80	572.05	10.8%	1,044.82	1,198.95	(12.9)%
Cost of Goods Sold	321.81	296.40	8.6%	507.43	620.81	(18.3)%
Employee Benefit	43.31	46.43	(6.7)%	82.03	88.54	(7.4)%
Selling & Distribution	80.29	74.51	7.8%	129.73	154.27	(15.9)%
Depreciation	13.27	13.22	0.4%	26.15	26.04	0.4%
Interest	5.44	7.68	(29.2)%	12.01	15.06	(20.3)%
Other Operating Expenses	77.40	66.25	16.8%	136.98	143.11	(4.3)%
Total Expenses	541.53	504.50	7.3%	894.33	1,047.84	(14.7)%
Profit Before Exceptional Item & Tax	92.28	67.55	36.6%	150.49	151.11	(0.4)%
Exceptional Item	0.00	(5.83)		0.00	(7.02)	
Profit Before Tax	92.28	61.72	49.5%	150.49	144.09	4.4%
Current Tax	23.49	9.75		38.55	40.63	
Previous Year Adjustments	(3.78)	0.00		(3.78)	0.00	
Deferred Tax	0.15	(26.62)		(0.77)	(29.89)	
Net Profit	72.41	78.59	(7.9)%	116.48	133.35	(12.6)%
Net Income Margin (%)	11.5%	13.8%		11.2%	11.2%	
Other Comprehensive Expenses / (Income)	0.44	0.26		0.86	0.47	
Total Comprehensive Income	71.97	78.32	(8.1)%	115.62	132.89	(13.0)%
Total Comprehensive Income Margin (%)	11.4%	13.7%		11.1%	11.1%	



Rampur Indian Single Malt



- Select variants:
 - Rampur Asāva: World's first whisky finished in Indian red wine casks; matured in American Bourbon Barrels and finished in Indian Cabernet Sauvignon Casks
 - Rampur Double Cask: Matured in hand-picked American Bourbon barrels and European Oak Sherry casks
 - Rampur PX Sherry: Limited 48 cask batch where American Oak were handpicked and transferred to PX Sherry Butts from Jerez, Spain
- Now also available in select stores in New Delhi; Malt capacity expansion completed
- Double Cask expression has been awarded with the 'Best World Whisky Gold Medal 2020' by The Fifty Best, New York

Jaisalmer Indian Craft Gin



- A triple-distilled neutral grain spirit, re-distilled in a traditional copper pot still; the recipe is handcrafted in a time-honoured way; Derived from the ancient Indian knowledge on herbs, the botanicals beautifully release pine notes from Juniper
- Launched in key European markets at the duty-free stores; Now available in select markets in India (e.g. Delhi and Goa)
- Rated as the Best Gin produced out of Asia in 2019 at The Gin Guide Awards, the most respected Awards for Gin in the world



Morpheus Super Premium Brandy

- A semi luxury variant – Morpheus Blue
- Market leading share of over 58% in the super premium brandy category in India



Magic Moments Vodka

- Magic Moments Verve in a new premium canister packaging
- Marketing campaign with Bollywood stars Kartik Aryan and Jacqueline Fernandez
- Continues to gain market share with Magic Moments now accounting for ~60% of the overall vodka market share and Verve accounting for 20% market share of the premium vodka category



8PM Premium Black Whisky

- A premium variant of 8PM whisky
- Strong initial traction and consumer response
- Currently available in 14 states
- Signed endorsement deal with Bollywood youth icon, Tiger Shroff

A&SP accounts for 6.2% of IMFL Revenues in YTD FY2021 (7.1% in FY2020)



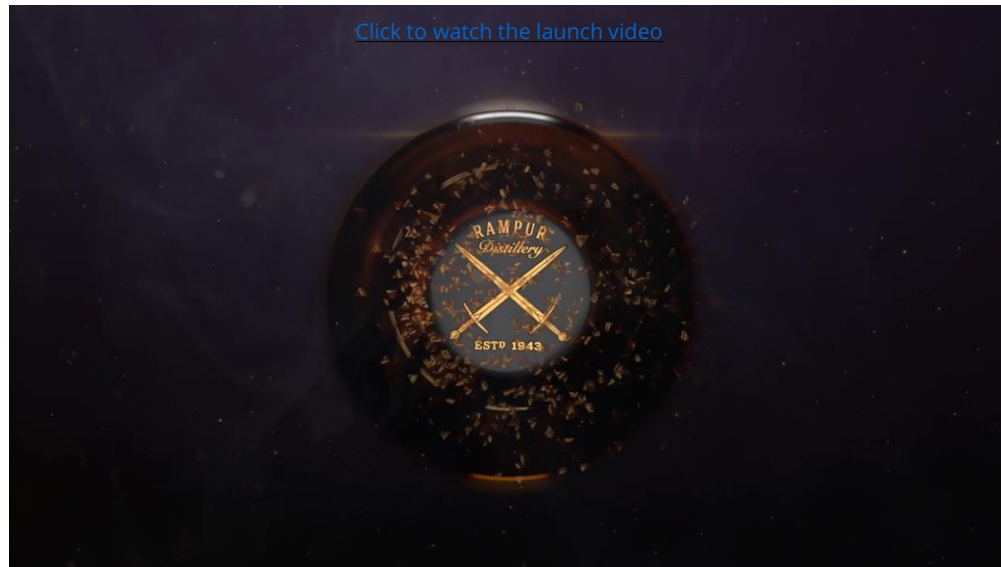
New Launch – Rampur Asava

World's first whisky finished in Indian red wine casks



Abhishek Khaitan, Managing Director of Radico Khaitan, unveiling Rampur Asava at the Whisky Show 2020

[Click to watch the launch video](#)





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Jaisalmer Indian Craft Gin

AN ODE TO

Magnificence

*"The air swells up with paeans of valour
Of heroic feats, and protecting honour"*

Dedicated to this spectacular way of life, the new Jaisalmer Indian Craft Gin harks back to imperial age of Maharajas and their leisure moments. Befitting a state with many fascinating stories, Jaisalmer Indian Craft Gin is a worthy experience with a chequered past that lives on in a new incarnation today.



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Rampur Indian Single Malt Whisky



Rampur Indian Single Malt Whisky: Decades of Perfection
Takes forward the rich heritage of Rampur, a princely state of British India and the 75 years of distillation expertise of Radico Khaitan, the pioneers of legendary spirits in India. Aged in the foothills of the Himalayas, Rampur is the Kohinoor of Single Malts. The Rampur Indian Single Malt is presented in a distinguished canister packaging. Treasured in a robust stout bottle with a thick base, the overall appearance is of understated luxury. The Rampur Indian Single Malt experience is enhanced with the addition of a cork with sleeve and a hand crafted silk pouch imparting a royal touch.



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Magic Moments vodka and Magic Moments Flavours



Magic Moments Vodka: Zing up Life

A rage overnight, the enthralling taste of Magic Moments not only set towns buzzing but also unleashing the thirst of making every moment grand.

Produced from finest grains, its triple distilled process is a mark of absolute purity that simply zings up life. The spirit of Magic Moments can be celebrated with various tantalizing flavors that take excellence a notch up!



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Magic Moments Verve Premium Vodka



M2
MAGIC
MOMENTS
VERVE

HIGH ON VERVE

THE SMOOTH
BLEND OF
SOPHISTICATION



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Morpheus Blue and Morpheus Super Premium Brandy



Branding & Marketing

1965 The Spirit of Victory Premium Rum

IN AN INITIATIVE UNDERTAKEN BY RADICO KHAITAN,
1965 - THE SPIRIT OF VICTORY,
PREMIUM XXX RUM, WAS LAUNCHED THIS YEAR.

WITH THIS ENDEAVOUR, WE WISH TO SALUTE THE GALLANT TASK
UNDERTAKEN BY OUR BRAVE SOLDIERS IN THE 1965 INDO-PAK WAR.

MARKETED EXCLUSIVELY TO THE INDIAN DEFENCE FORCE PERSONNEL,
IT IS AVAILABLE AT CANTEEN STORES DEPARTMENT.

THE PRODUCT WAS CREATED TO CATER TO PREMIUM RUM DRINKERS, WITH
RICH FLAVOURS LIKE DRIED FRUITS, CHOCOLATE, OAK AND HONEY.
THE PRODUCT IS NOMINALLY PRICED AND IS A SHINY
NEW FEATHER IN RADICO KHAITAN'S CAP.



Branding & Marketing

Regal Talon Whisky



Regal Talons Rare Generation Whisky: Unbeatable Spirit

The finest blend that combines Indian grain spirits with imported aged scotch malts to deliver an exceptional smoothness. Regal Talons has been especially made for those who believe in conquering and always emerge as champions at every step with their unbeatable spirit.

The fine taste of Regal Talons sets free the spirit of passion & perfection and takes one to a new level of supremacy. The smoothness of this whisky rolls on the tongue like silk and lets one savour it effortlessly, enjoying the finest things in life

Branding & Marketing

Pluton Bay Rum



Pluton Bay Rare Exotic Rum: Spirit of Adventure

A unique experience, with a perfect blend of international design and world-class packaging. Rare and smooth taste, offering a premium blend. A rich, full and spicy dark rum with caramel and spice on the nose. Smooth and medium-bodied rum. A suitable and fine mixing rum if ever there was one.

Branding & Marketing

After Dark Whisky



After Dark Fine grain whisky: One life, many passions. Why wait?

Night has different connotations for different people, it unfolds differently and brings a unique world of desire, adventure and excitement.

It's where fun and action begins and party never stop.

Branding & Marketing

8 PM Whisky



Branding & Marketing

Contessa Rum

Contessa XXX rum: For the Man of Courage

Another millionaire brand from Radico Khaitan's straddle. This brand has surpassed expectations and has garnered strong foothold in the Indian market. This rum truly reflects the real meaning of courage and the taste simply touches the right cords and reflects true essence of bravery.



Branding & Marketing

Old Admiral Brandy



Old Admiral Brandy: For Real Men Only

Made specially for the men with pride, honour and courage. The splendid taste of this spectacular brandy celebrates the greatness achieved and passion for all good things in life. The classic taste perfectly blended with rich sensation & enthralling aroma ensures that it is savoured the way it is desired and truly deserved.



Disclaimer



This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Radico Khaitan’s future business developments and economic performance.

While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Radico Khaitan undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

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