



Radico

# NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL



## *My Dear Radico family,*

**T**HE CORONAVIRUS outbreak has had an adverse effect on businesses across categories and the country's economy too touched an all-time low. However, at Radico Khaitan, we managed to keep our spirits high throughout and left no stone unturned to keep the business going. In fact, the company has performed brilliantly – the credit for which goes to the entire team that has given their heart and soul to each project in the last quarter. The management has been instrumental in taking crucial decisions not just to sustain business but also to give back to the society in the best possible ways. We are all in this unprecedented time and the road to recovery will be tough which undoubtedly calls for extra efforts and determination to achieve the company's goals in the next quarter.

After a difficult start to the financial year, Q2 results demonstrated a sharp recovery in Radico Khaitan's performance. RKL registered a growth of 13.65% in Q2 FY20-21 while the entire IMFL industry declined by -19% in the same period. The company is continuing to work on various fronts including new brands development, rationalization of cost base and further strengthening our sales & distribution network. The industry scenario is still very uncertain due to the evolving Covid situation but we must not use that as an excuse.

Radico Khaitan has always been a socially driven organization and remained at the forefront of working towards the betterment of the society and for the social good. It's in these testing times that the company got an opportunity to contribute to the society in numerous ways. Be it offering financial support or distributing hand sanitizers and essentials to the needy, Radico has done everything possible to extend support to the countrymen in the times of need. The company also initiated mass sanitization activity in all the affected Hot Zones in and around Rampur, Uttar Pradesh.

I am also delighted to share that Radico Khaitan adopted 11 girls who are part of a society in Uttarakhand named 'Dudhiya Baba Kanya Chhatrawas', being operated by Shiksha Bharti. Daughters to the parents suffering from leprosy, the company has pledged to take care of their lodging, boarding, education, tuition and other important expenses of the 11 girls.

Radico Khaitan has been recognized as one of the Highly Commended Winners for 'Best Crisis Management Solution' at the Adam Smith Awards Asia 2020. This is a true testament to our resilient business model, particularly during such difficult times. I would like to extend my heartfelt appreciation to the entire team for putting its best foot forward.

I am confident that with the exceptional skills that the Radico family holds and with the understanding of the current business dynamics, we will continue to grow and perform better. All that we should remember is to take the changes and road blocks in a positive way and march ahead to emerge with flying colours.

**Dr Lalit Khaitan**

CHAIRMAN AND MANAGING DIRECTOR

Dear All,

All of you would agree that 2020 has not been a smooth sail for the economy and numerous sectors but we, at Radico, believe in converting challenges into opportunities with the available resources in hand. It is this firm philosophy of the company, the meticulous thinking of the management and the hard work of the employees that made us stand out and keep the business going. While business and its dynamics have changed over the course of time as a result of the health and economic crisis, it gives me immense pleasure to state that Radico Khaitan ensured that the growth momentum is intact.

The Q2 results were announced last month. Even in these tough times, Radico Khaitan - with 4.6% IMFL volume growth in Q2 FY2021 - continued to outperform the industry by a significant margin and gain market share. What made the results even more fruitful was that we delivered the highest ever quarterly EBITDA of Rs. 107 crore during Q2 FY2021 in what is certainly the most difficult of times that we have ever experienced. It is nothing but the efforts and the dedication of the entire Radico family that has enabled us to emerge stronger



**Abhishek Khaitan**  
MANAGING DIRECTOR

through this pandemic. We are elated with the Q2 results but at the same time, we must all strive to do better to be the market leader.

Radico Khaitan being named among the 'Outperformers' by the prestigious Outlook Business Magazine in the business landscape for the company's tremendous body of work and growth in the last 5 years proved that there is absolutely no shortcut to success and nothing but hard work and dedication will lead us to our goals.

In yet another achievement, Radico Khaitan successfully launched a unique and exciting new expression 'Rampur Asava Indian Single Malt Whisky' at The Whisky Show 2020 in the United Kingdom. With its launch, Asava has become a first-of-its-kind whisky matured in American Bourbon barrels and finished in Indian Cabernet Sauvignon casks. It is moments and accomplishments like these which continue to inspire me and the company to push beyond our limits. Let us continue to have the brilliant brainstorming sessions and put forth out-of-the-box ideas as a team.

The company has always been there for its employees - be it the good times or bad - hence, our only expectation from the Radico family is that we work relentlessly in the pursuit of delivering the best results and grow exponentially. I would like to thank each one of you for your contribution and hope for better results in the times to come. The impact of the pandemic is widespread and the coming months might continue to be challenging; hence it is important that we take necessary steps to maintain the company's robust foundation and financial strength whilst delivering differentiated consumer experience.

Dear All,



The last couple of months have taught us how to tackle challenges to keep the business going and how a health crisis can turn into an economic crisis as well. Like most other

industries, the liquor industry too suffered due to the coronavirus pandemic with decline in sales and imposition of Covid tax on liquor. Radico Khaitan, being one of the oldest and largest manufacturers of IMFL in India, had the advantage of both experience and expertise hence, we tried to make the most of the challenging times and worked towards our larger objective of bouncing back stronger. Our performance in the last couple of years has been outstanding hence; we were positive that we will recover from this situation too like a winner. That is what led us to continue delivering better each day in the last quarter for which I would like to express warm thanks to each and every one at Radico.

It was in the last quarter that we considered repackaging of Radico's Regal Talons Rare Generation Whisky which has been especially made for the breed that believes in conquering and emerging as champions with its unbeatable spirit. You will read about this journey in this edition.

Continuing its momentum to keep the consumers' spirit high, Radico Khaitan

came up with a power packed initiative for India's 74th Independence Day. The company launched a gratitude song- 'Shukriya' under the banner of The Spirit of Victory in the honour of the courageous Indian Army on the eve of August 15. Be it creating a product dedicated to the fighters of 1965 War that exclusively caters to the armed forces or contributing to the upliftment of the martyrs' families, Radico Khaitan has always been at the forefront to cater to this segment of the society. It was, indeed, such a pleasure to have been able to launch something keeping our brave soldiers in mind in times when the world's looking for some positivity. The entire team of 1965 deserves a pat on their back for making this possible.

Another significant initiative by Radico Khaitan during Q2 was Magic Moments partnering with Sunburn for a global musical event to raise funds for Goa amid COVID. While we have been associating with Sunburn for 4 years now, this year was special as this is our chance to give back something to the state from where the Sunburn journey began in 2007. Goa is one of the tourist hotspots of the world but most of the businesses in the state were affected dearly due to the pandemic. The event's success - with all proceeds from the public going to the Goa CM's Relief Fund towards COVID-19 relief and welfare - motivated us to work harder and keep serving

the people and the country in times of need.

The lockdown impacted not only businesses but also people's lives drastically with mental stress and depression rising by the day. Hence, we created a platform to motivate people and uplift their mood with 'Magic Speaks' on YouTube. The pandemic halted our operations for a brief period but we utilised the online space to connect with our fans and followers by engaging with them through virtual concerts and contests. Magic Moments - one of our top brands - has always believed in giving people a reason to smile; this series was in continuation with our efforts to help people keep their chin up and overcome their fears. It is the extraordinary efforts, out-of-box thinking and pure commitment of the Radico family coupled with the valuable words and guidance of the founders and the higher management that Radico has been able to go beyond usual and achieve success in exciting new projects.

We have done fairly good business in the quarter gone by and use that as a motivation to climb up the ladder. Let us not forget that together, we can come out of any crisis stronger. I urge you all to continue putting in your best to take Radico to greater heights while being prepared for the unexpected, always. Good luck!

**Amar Sinha**  
CHIEF OPERATING OFFICER (COO)

**Dear Friends,**



**R**ADICO KHAITAN has always been committed to provide aid to the needy in tough times and during COVID-19 outbreak too, the company offered a number of relief measures.

I would like to express my gratitude to the entire team that (directly or indirectly) stood by the company while carrying out the relief activities and supported our business during the period. Without the efforts and tremendous support of the team members, it would not have been possible to successfully carry out such relief operations amid lockdown. Covid-19 pandemic is far from over; we must all ensure to stay safe and fight the battle with a positive mindset. Radico is one big family, and your closed ones are equally important to us. Hence, we should all take it upon ourselves to not only protect us but others as well by following the COVID-19 protocols. On behalf of the company, I would like to reassure you that Radico is always there to support the entire team and offer help to the needy through social activities. I am glad to mention here that for so many years now; the company has been successfully executing various social activities in the areas of skill development & job opportunities, infrastructure & educational support, academic excellence recognition, healthcare & medical support, safe-clean & green environment, sports & fitness and much more.

In the worrisome time of the coronavirus outbreak, Radico Khaitan took a number of initiatives and executed activities to support the nation. As a responsible Indian brand, Radico considered it a responsibility to offer help to the common man by working tirelessly during the pandemic. In a bid to strengthen the fight against coronavirus, Radico initially contributed by producing alcohol-based liquid hand sanitizers at this mother distillery which were supplied to the Rampur district administration on a daily basis. From our available resources, we developed the Turbo Mist Sanitization machine which was used to sanitize Rampur district on a regular interval. The sanitization work is currently being done at all Hot Spots identified by the district administration. We also arranged small packaging of liquid hand sanitizers, which was initially distributed in Rampur through the District Administration but later the supply of retail packs was done through authorized ration dealers of Rampur. During the initial days, when it was difficult to even step out of our homes, some of the team members came forward and supported us in manufacturing of the liquid hand sanitizer and COVID-19 relief activities. We must pay our sincere compliments to them for their immense contribution.

In continuation to its efforts to help the government and the needy by providing them hand sanitizers since the beginning of the outbreak, Radico Khaitan donated Rs. 21 lakh to the Rampur district's COVID-19 Relief Fund. Employees of the Rampur unit too contributed to the relief fund in whatever

capacity they could. Apart from that, food packets, masks, bleaching powder (as a disinfectant), etc. are being distributed in Rampur as part of COVID-19 relief activities. Company representatives also handed over a cheque of Rs. 1 crore to the Hon'ble Chief Minister of Uttar Pradesh to help the state government fight Covid-19.

The company took all preventive measures to ensure safety of its employees in the offices and manufacturing units/plants. We have installed automatic sanitization tunnels for the staff and workers, sanitization gate for vehicles, portable liquid sanitizer spray for offices and workplaces, automatic touch free hand sanitizer spray machines, hand free hand wash systems etc. A thorough Standard Operating Procedure (SOP) was also prepared and released to adopt the safety culture flawlessly.

Even during the crisis, we came out as a strong and responsible company by extending support to the needy and delivering good results in terms of our business. Similarly, we should all put in our efforts to bounce back stronger in the post COVID-19 world while complying with all necessary safety and health standards. Radico Khaitan has come a long way since its inception and stood strong in the unprecedented times. I would like to thank each team member for their contribution and hope we keep doing better every quarter.

**KP SINGH**

WHOLE TIME DIRECTOR &  
DIRECTOR – OPERATIONS

**Dear Radico Khaitan Team,**



**LAST FEW** months have been a test of our inherent strength.

I am proud to say that we have not only withstood another storm but also come out bright and shining! This has been made possible by the hard work that each and every one of you have put in.

Outperformance has now become a habit for each Radiconian. Over the last few years, we have been consistently beating the industry growth rates

by a vast margin. Our volumes have reached the pre-COVID levels during Q2 FY2021 while the industry is still grappling under pressure and is down over 10%. We have not only gained market shares but also on the track of becoming the third largest liquor company in India.

This is a true testament to the robust foundation that the Company has laid under the visionary leadership of our CMD and MD. Radico Khaitan was recently been recognized as one of the Highly Commendable Winners for the Best Crisis Management Solution at the Adam Smith Awards Asia. We

shared the podium with the global leaders.

We have a strong brand premium portfolio and a pipeline of upcoming brands. We have got the smartest and the brightest brains of the industry. I strongly believe that the coming years will be ours.

Going forward, we are seeing dispersed levels of economic recovery. A higher-than-expected level of economic reopening, coupled with various steps undertaken by the government, has provided an opportunity for a strong rebound. New and active COVID cases are also showing a declining trend but

it is still far from over. We need to stay cautious and not get complacent at this stage!

“Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning.” – Albert Einstein. We have to continue to challenge our limits and set new benchmarks for ourselves. Then only we will achieve newer heights.

Wish you all the very best for the upcoming festival season. Stay safe and stay healthy.

**Dilip Banthiya**

CHIEF FINANCIAL OFFICER



## ACHIEVEMENT



We are pleased to share that **Jaisalmer Indian Craft Gin** scored 95 points at the 2020 Ultimate Spirits Challenge, USA and is ranked amongst **TOP 100 SPIRITS** of 2020.

Jaisalmer Gin has been described as : Extraordinary, Ultimate Recommendation.



**WITH GREAT** pride, we would like to announce that Radico Khaitan has won numerous accolades at Spiritz Selection Awards 2020 (Spiritz Magazine). We would like to thank every one of you who has made this possible.



## RADICO KHAITAN LIMITED AMONG 'THE WEALTH CREATORS' BY THE BUSINESS TODAY MAGAZINE

Radico Khaitan Limited has been featured on the list of 'The Wealth Creators' by the Business Today magazine in their special first edition of the BT wealth issue. In the issue, BT identified companies that created the most value for promoters and investors over five years. The list was divided into four categories on the basis of gross sales: Super Large (Rs 75000 crore or more); Large (Rs 7500 crore to 75000 crore); Medium (Rs 1500 crore to 7500 crore) and Emerging (lower than Rs 1500 crore). The screening criteria comprised of minimum four-year CAGR of 15% in gross sales for most of the categories.

Over the last five years, Radico has consistently delivered strong operational and financial performance. Our prestige & above category

volumes have grown by 12.5%, and now account for close to 30% of total IMFL volumes and 50% of the IMFL sales value. Revenue growth has been over 10% since FY2016 and Net Profit has expanded at 33% CAGR over this period. Our return on equity has expanded from 8.3% in FY2016 to 15.9% in FY2020. We have reduced our net debt by over Rs. 687 Crore from Rs. 947 Crore in April 2016 to Rs. 260 Crore in June 2020 and plan to become debt free by FY2022.

Radico Khaitan's premium product portfolio is stronger than ever. This coupled with an improved operating environment and stronger cash flow generation places Radico Khaitan optimally to capitalise on the long-term attractive dynamics of the IMFL industry in India.

Large Companies (₹7,500-75,000 crore)													
1	Bajaj Finance	6901	23619	242.24	36.01	4948	14936	201.88	31.81	547	3345	512.12	43.67
2	Titan Company	11105	19732	77.68	15.45	1018	2564	151.93	25.99	328	1120	241.78	27.86
3	Jindal Steel & Power	14466	30021	107.53	20.02	2465	5777	134.42	23.74	78	197	150.86	20.20
4	Muthoot Finance	4801	8636	79.90	15.81	3632	6891	89.74	17.37	191	1190	523.23	44.19
5	Radico Khaitan	4245	9418	121.88	22.05	227	381	68.14	13.87	97	379	289.37	31.24



## ADAM SMITH AWARDS ASIA 2020

Radico Khaitan has been recognized as one of the Highly Commended Winners for 'Best Crisis Management Solution' at the Adam Smith Awards Asia 2020. This is a true testament to our resilient

business model, particularly during these testing times of the C19 pandemic. We are beyond honoured to be felicitated with this recognition. Thank you everyone for your constant support and love.



### RADICO KHAITAN LAUNCHES WORLD'S FIRST SINGLE MALT WHISKY FINISHED IN INDIAN WINE CASKS - RAMPUR ASAVA

Radico Khaitan - the largest manufacturer of Indian Made Foreign Liquor (IMFL) in India - has added yet another feather to its cap with the recent launch of a unique and exciting new expression 'Rampur Asava Indian Single Malt Whisky' at The Whisky Show 2020 in the United Kingdom. In a first, a single malt matured in American Bourbon Barrels has been carefully finished in Indian Cabernet Sauvignon casks, at one of Asia's largest distilleries i.e. Rampur, UP. Currently launched in the UK and the US, Rampur Asava - a non-chill filtered and bottled at 45% ABV resulting in a groundbreaking expression with perfect balance - is set to be made available in a few other markets for whisky connoisseurs soon.



MADE IT BIG IN THE SPIRITS WORLD. THE SPIRITS BUSINESS MAGAZINE BRAND CHAMPIONS 2020

To emerge as a champion demands a great deal of rigor, hard work and patrons like ours. We thank each one of our patrons for helping us take the company to the pinnacle. Our all 4 millionaire brands have been shining on the lists of The Spirits Business Brand Champions 2020.



## RADICO CONTINUED ITS MOMENTUM TO KEEP THE SPIRITS HIGH WITH ITS SOULFUL MARKETING INITIATIVE

This year, when the world's movement and celebrations are restricted, we at Radico had taken up the task to not to allow the pandemic affect the spirit of our people. Continuing its momentum to keep the consumers' spirit high, Radico Khaitan came up with another power packed initiative for India's 74th Independence Day. The company launched a gratitude song- "Shukriya" under the banner of The Spirit of Victory in the honour of the courageous Indian Army on the eve of August 15.



Through the song, Radico Khaitan paid tribute to the Army for their immense sacrifice throughout and protecting the motherland without fearing for their own lives. The song is written and sung by our friend and versatile musical artist Padamjeet Sehrawat.



### E-MINDROCKS

Magic Moments was yet again proudly associated with E-MindRocks, the biggest online youth summit where this year's theme was mental health amid pandemic. Various youth Icons, such as Sonu Sood, Jacqueline Fernandes, Randeep Hooda, Armaan Malik, Kusha Kapila, Sanya Malhotra, Sayani

Gupta, Bhuvan Bam, gave us a sneak peek into their lives, their views on mental health, their life, their journey and beyond.



## SUNBURN FOR GOA

Magic Moments was proud sponsor of sunburn for Goa, an online fundraiser which focused on rebuilding lives in Goa, the city which adds everything to sunburn experience for everyone. All the money raised from the event was directed to CM's Covid Relieve Fund. Artists including Dimitri Vegas, Like Mike performed virtually at the event for the cause.



In the new normal, masks and sanitizers have become essentials of daily life and to make it available to every individual, Radico Khaitan and Sanitize 99.9% came forward to help the needy by associating with Delhi Malayalee Association (DMA) to distribute masks and hand sanitizers on 2nd October, 2020 (Friday).

### IN FOCUS: REGAL TALONS PREMIUM GRAIN WHISKY

“Regal Talons Deluxe Rare Generation Whisky was introduced in 2016 in the semi-premium segment. The brand has, in the past 4 year, built significant equity after price correction to the prestige segment. We redesigned the logo by introducing the “RT” acronym which is more relatable for the consumer. This new logo originated from the existing design. We also made this unit more prominent on the mono-carton. This is a running product in the market. The challenge was to be innovative, and still ensure that the existing customer doesn't feel



alienated. We retained the core elements of the original pack. The bottle was made more stable and stout, keeping the original tapered identity intact. The brand identity remains the same along with emphasis on “RT”.

The new pack had to come with a new communication. The brand name itself was simplified to be called Regal Talons Premium Grain Whisky. Regal Talons originally came with an “Unbeatable Spirit. The 'Eagle' symbol is the icon of belief, a lone warrior and strength. Hence we narrowed down to 'Apne Dum Par'.”

**MR. AMAR SINHA**, Chief Operating Officer

**RADICO PARIVAR HAR PAL AAPKE SAATH 2.0**  
Har Pal Aapke Saath 2.0 was launched in the market to further cement the thought that Radico is a part of the extended family to the CSM and we are there for them at all times. With 2.0, we went a step further and integrated present benefits with secure future by providing the CSM with gifts and an opportunity to get themselves insured against COVID expenses via insurance options. This scheme was executed for two months in 52 towns covering 1,274 outlets for 8PM Premium Black and Verve



### SALES ROUND-UP

The state has shown tremendous growth of 26% in Q2 2020 over Q2 2019, thanks to the Magic family's growth. The Magic family increased its YTD Market share to 97% compared to 87% of LY YTD 2019

There has been an increase in sale of MMV and M2F by 20% and 32% respectively over 2019 Q2 in HP

RKL registered a growth of 13.65% in Q2 FY20-21 while the entire IMFL industry declined by -19% in the same period

8PM Special Whisky was launched in Rajasthan on 9th July, 2020 and achieved a secondary sales of 22,307 cases in Q2 FY20-21

## DISPLAY DRIVE ACROSS NORTH ZONE



**BRAND RECALL** and recognition were the main focus for Radico in the state via the display racks



**MAGIC MOMENTS** thematic displays were done in the UP market to showcase the strength of the brand and its flavours. The objective was to boost the vodka recognition among the consumers

**Saharaganj Model Shop**, located on Shahnajaf Road in Lucknow, is the first visibility tie-up retail shop in Uttar Pradesh. The outlet is in a prime location which is not only the shopping and tourist hub of Lucknow in the Hazratganj vicinity but also is directly on the other side of the road to Saharaganj Mall. The place is buzzing with customers throughout the week as Saharaganj is one of



the biggest malls of Lucknow. In addition, the location is symbolic of all prime and

luxury outlets hence; it is one of the best places to showcase the portfolio of brands with few already available in the state ranging from 8PM to MXO Blue. This will establish the strength of Radico in the consumer's eyes that the company has a wide array of brands covering Whisky, Rum, Vodka and Brandy. The journey of premiumisation will also be showcased at this outlet.



**Jaisalmer Gin** is currently the most premium Radico product available in the Delhi market. Although launched recently, it has already created a buzz in the market. The sales team's strong determination has led the brand to be made available at 70 premium outlets across the state

**In order** to compliment the hard work of the sales team, attractive thematic displays for Jaisalmer Gin were placed at 17 outlets for the brand to get highlighted and attract more attention of the consumers



**Uttarakhand** is a branding friendly state which allows both in-shop as well as out-shop branding. Radico made optimum utilization of this golden opportunity and hospitable environment by covering both the areas.

**In-shop** via 67 Display Racks, which were placed in 4 towns of the state. Brands covered were 8PM Premium Black and Magic Moments family.

**Out-shop** via 9 Highway Standees and 25 Glow Sign Boards. Being a state exhibiting multiple highways proved even more beneficial as Radico was able to showcase the brands providing greater mileage. Major highway routes such as Dehradun-Haridwar, Dehradun-Shimla were covered

**MAHARASHTRA:** Vodka Industry dropped by 51% in H1 against LY...Inspite of this, our MS in entire Vodka industry increased from 39% LY to 45% TY in H1.

**MP:** Vodka Industry dropped by 58% in H1 against LY...Inspite of this, our MS in entire Vodka industry increased from 62% LY to 67% TY in H1

**CG:** Vodka Industry dropped by 33% in H1 against LY...Inspite of this, our MS in entire Vodka industry increased from 32% LY to 47% TY in H1

**GOA:** Vodka Industry dropped by 66% in H1 against LY...Inspite of this, our MS in entire Vodka industry increased from 38% LY to 52% TY in H1

## INDUSTRY VS MARKET SHARE



### DISPLAY DRIVE



JAISALMER GIN- GLORIFIER



VERVE – WINDOW DISPLAY



MAGIC MOMENTS – WINDOW DISPLAY



ON-PREMISE DISPLAY-RKL BRANDS

### CONSUMER OFFER



VERVE – CONSUMER OFFER-BAG ON QUART- 100 SHOPS SPREAD ACROSS MUMBAI, THANE & PUNE



8PM PREMIUM BLACK-WINDOW DISPLAY & CONSUMER PROMOTION -A PEN ON A NIP-15 SHOPS IN INDORE

### BIRTHDAYS

- Gurumurthy Chavali -7th July
- Uday Apte-12th July
- Sourav Bhowmick-15th July
- Sachin Mehta-16th July
- Ravindra Sonak-17th July
- Sanjay Singh-20th July
- Kapil Dev Kaushik-26th July
- Ramesh Chouhan-1st August
- Rajeev Jaiswal-15th August
- Sridhar Ande-30th August
- Mrunal Gaushalawale-17th May
- Sanjay Tiwari-12th September
- Devender Singh Tomar-27th September

### DISTRIBUTION TO CSM



MAGIC MOMENTS – MASK DISTRIBUTION TO CSM



8PM –MASK DISTRIBUTION TO CSM

## MAGIC MOMENTS & 8PM MASK DISTRIBUTION IN EAST ZONE



## REGAL TALONS REPACKAGED

Regal Talons Deluxe Rare Generation Whisky was introduced in 2016, and was priced between McDowell No.1 and Royal Stag. In the past 4 years, the brand has built significant equity after price correction to the McDowell No.1 segment. After extensive consumer and trade feedback in

addition to multiple iterations on the packaging and blend, the first batch of the new avatar of RT has now been produced in our Seven Sisters, Assam unit. With this revised packaging, we are hopeful about making Regal Talons Premium Grain Whisky successful Apne Dum Par!!

## South Zone

### MARKETING CAMPAIGN, KARNATAKA

#### Cities Covered

Bangalore – 105 outlets  
Mysore – 20 outlets

#### Outlets Profile

- Premium Walk-in stores where consumer gets access to walk around and select the brand of his/her choice Visibility Elements
- Coupon/Scratch Card - Every Quart stock of MXO & Verve in the outlet is tied up with AVA Coupon.
- Table Top is placed consumer facing at the shelf and billing counter.
- Standee - Placed at the entrance of the outlet



### VERVE GLASS PROMOTION SEP - 2020

Outlets activated

288

Modus Operandi

Targeted 3 key touch points in the outlets for impactful visibility

- Outlet Entrance – Standee placed at entrance of the outlet to drive offer communication to every walk – in consumer
- Stock area – Table top & Standee placement along with glass box at the area where stocks are placed ( Primarily in Vodka category )
- Billing Counter – Table top placed at the billing counter, which is key consumer touch point





## TRAINING ON SAFETY IN FABRICATION & HEIGHT WORK ACTIVITIES ON 02.07.2020

Factory workers attending a training session conducted by site engineers on the process of fabrication and safety measures involved in the creation of machines, parts and structures from various raw materials. The workers at the Radico NV Distillery were also given a brief on the precautions while engaged in working at height to avoid any mishap.

## TRAINING CONDUCTED ON SAFE HANDLING OF CHEMICALS & BEHAVIORAL BASED SAFETY ON 02.09.2020

The employees of Radico Khaitan at the NV Distillery were trained on the general rules of handling chemicals while describing in detail the ways to prevent their contamination and to prevent users from facing any trouble during the use of chemicals. During the training session held on 2nd September, 2020, the workers and staff were also told to remain alert and focus on the right quantity of chemicals to avoid any untoward incident.



## TRAINING ON 'GENERAL SAFETY AWARENESS & BEHAVIOURAL BASED SAFETY' ON 04.07.2020

Radico Khaitan has been continuously working towards providing a safer workplace and environment for its field workers as well as office staff. On 4th July, 2020, Team HR organised a workshop on general safety including following correct procedures, obeying safety signs, reporting hazardous conditions immediately, taking instructions from department supervisors, emergency assistance at its NV Distillery. The emphasis was laid on behaviour-based safety i.e. the application of science of behaviour change to real world safety problems as it is a process that creates a safety partnership between management and employees.

## TRAINING CONDUCTED ON ELECTRICAL SAFETY, MACHINE GUARDING & BEHAVIOURAL BASED SAFETY ON 25.08.2020

The third training session was held on electrical safety and machine guarding while also touching upon Behavioural Based Safety. During the session, the workers of the manufacturing plant learned how machine guarding is an important safety feature and provides a means to protect themselves from any injury while operating an equipment or working close to such areas. The trainers also focussed on the electric hazards and its effects on humans and chemicals.



## FIRE FIGHTING & MOCK DRILL PREPAREDNESS CONDUCTED ON 26.09.2020

Radico Khaitan conducted a fire fighting and mock drill for the security staff and the fire department at its Distillery on 26th September, 2020. During the session, the concerned department carried out a drill on safe evacuated in case of a fire or other similar emergencies. The fire department personnel also demonstrated how an injured person needs to be attended to without any delay.





## TURBO MIST SANITIZER MACHINE

To fight coronavirus, sanitization of office spaces, public transport, retail stores, etc. had also become mandatory for people's safety. The available resources in Rampur were not adequate, which could spray the sanitizer in bulk quantity. To tackle the issue, Radico Khaitan, Rampur developed a Turbo Mist Sanitization machine, which has multiple small nozzles that convert the liquid stream into mist and then a high-pressure blower throws the mist into the air in the direction of air flow. Radico Khaitan arranged mass sanitization activity in all the affected Hot Zones of villages as well as of the city. The sanitization activity is being done on regular basis (every Saturday and Sunday) even now.

## DISTRIBUTION OF FOOD GRAINS & ESSENTIAL PRODUCTS



Radico Khaitan arranged a regular donation programme for the needy in nearby villagers of Ajeetpur, Panwaria, Madhaiyan Shadi and Raipur among others. With this activity, family packs of food grains, flour, pulses, sugar, edible oil, salt, etc. were distributed among the people of Rampur. During the distribution activity, District Magistrate of Rampur, Shri Anjaney Kumar Singh (IAS) participated along with the Radico team.



**Mr. K. P. Singh Director - Operations**  
Donating Cheque of Rs. 21 Lac to D.M. Rampur, for Covid-19 Relief Fund

## FINANCIAL SUPPORT : COVID-19 RELIEF FUND

When coronavirus started spreading across the country in March'20, employees of Radico Khaitan Rampur came forward and donated a day's salary to the COVID-19 Relief Fund. Along with this contribution, Radico Khaitan donated Rs. 21 lakh on behalf of the company to the Rampur district's COVID relief fund. The cheque was handed over by Shri K. P. Singh, Director, Operations, Radico Khaitan to Mr. Anjaney Kumar Singh, District Magistrate, Rampur.

The company also donated Rs. 1 crore to the Chief Minister's Covid-19 Relief Fund in Lucknow.

## DISTRIBUTION OF HAND SANITIZERS

WHO had recommended using alcohol-based sanitizers, which is the most effective anti-virus liquid and the best alternative to hand washing in order to prevent the spread of bacterial and viral infections. Radico Khaitan decided to extend support to the country by producing alcohol-based liquid hand sanitizers at the company's mother distillery in Rampur,

Uttar Pradesh. There were some initial hiccups due to the nationwide lockdown, but with the efforts put in by the Radico family, we succeeded and launched Radico's 80% alcohol-based hand sanitizer. Radico Khaitan supported the district administrations of Rampur, Moradabad, Sambhal, Bareilly and Agra by supplying the liquid hand sanitizer. The first few batches of Radico's liquid hand sanitizer were distributed among the needy through the district administrations.

## TREE PLANTATION ON WORLD ENVIRONMENT DAY - 5TH JUNE 2020

Radico Khaitan initiated a tree plantation drive in its premises on World Environment Day i.e. 5th June by setting a



target to plant 2500 trees in the year 2020. The tree plantation activity

was inaugurated by Mr. K. P. Singh, Director, Operations, Radico Khaitan. Mr. Devender Singh, Mr. Sunil Kumar Singh, Mr. Vikas Saxena and Mr. Inderpal Singh were among the participants.





# RADICO IN MEDIA

RADICO KHAITAN LIMITED NEWSLETTER

**OUTLOOK BUSINESS**

COVID 19 COUNTER-STRIKE

THE OUTPERFORMERS 2020

## Radico continues to work its magic at 8PM, more so in these tough times

Managing director Aphaanek Khaitan is betting on a quality blend and premium positioning to put investors at ease

30th September 2020 – Outlook Business - Radico continues to work its magic at 8PM, more so in these tough times

**AD** ARCHITECTURE & DESIGN DECORATING LIFESTYLE CELEBRITY AD DESIGN SHOW AD WEEK

HOME LIFESTYLE DRINKING

## 5 Indian gins you absolutely have to try

Obsessed with gins and are looking to add to your collection? These Indian brands will have you hooked

1st September 2020 – Architecture & Design - 5 Indian gins you absolutely have to try

Home Digital Social Magic Moments Music Studio releases inspirational series 'Magic Speaks'

## Magic Moments Music Studio releases inspirational series 'Magic Speaks'

25th September 2020 – Media Brief - Magic Moments Music Studio releases inspirational series 'Magic Speaks'

In most rum drinking nations, it's ordinarily white rum that sets the base and acts as a 'FOOTER'.

Burn sales in India have historically been driven by customers of defiance services and mostly dominated by mass brands.

September 2020 – Brews & Spirits - Rum Renaissance

**Business Standard**

HOME MARKETS COMPANIES IPO/DOON TECH SPECIALS FF PORTFOLIO MULTIMEDIA

Today's Paper Latest News Economy Finance Current Affairs International Management Sports

JUST IN Mindtree co-founder, family sell 466,000 shares, holding down at 2.01%

You are here: [Home](#) > [Markets](#) > [News](#)

## Radico Khaitan rallies 16% in 3 days, hits fresh 52-week high

The management remains confident of outperforming the industry and strengthen market share in the years to come

Topics: Radico Khaitan | Buzzing stocks | Markets

15th September 2020 – Business Standard Radico Khaitan rallies 16% in 3 days, hits fresh 52-week high

## रेडिको खेतान ने कोरोना से बचाव के लिए बनाई टर्बो मिस्ट सेनिटाइजर मशीन

कोरोना से बचाव के लिए रेडिको खेतान ने टर्बो मिस्ट सेनिटाइजर मशीन बनाई है। यह मशीन वायु में मिस्ट फैलाकर वायरस को नष्ट करती है।

**THE ECONOMIC TIMES Industry**

## Coming months going to be challenging due to coronavirus pandemic: Radico Khaitan's MD

New Delhi: The coming months of the current fiscal are going to be challenging due to the COVID-19 pandemic that has resulted in shutting down of major global economies, and consumers may hold back discretionary spends to focus on health and hygiene.

21st September 2020 – The Economic Times - Coming months going to be challenging due to coronavirus pandemic: Radico Khaitan's MD

## रेडिको ने कोविड केयर फंड में दिए एक करोड़

राजपुर | बरिच संवादादा

कोविड केयर फंड में रेडिको ने एक करोड़ रुपये का योगदान दिया है।

## THROUGH AN ECCENTRIC IITIAN

By **Manukrishna Manikandan**,  
S/O MANIKANDAN KV,  
COO's OFFICE



Manukrishna Manikandan  
MSc(II) Biotechnology  
Indian Institute of Technology-  
Bombay

“MSc it is”, I decided, dropping the idea of doing int. PhD from either IISER or NCBS. My first day in IITB was on the day for orientation of new PG entrants to the campus. As restless I am, we hardly sat through the entire proceedings running

off in between to explore the campus. It was a haven and couldn't miss out the chance to experiment with various sports, spending the entire day playing either volleyball, badminton, table tennis or other indoor games.

Mumbai's proximity to the sea makes it easy for the rain clouds to visit us time and again and the time from August to November witnessed incessant rain. The area was a dense forest before the institute was established here. Care has been taken to minimise vegetative clearing at the same time maintaining a good green cover and tree canopies caring the wide roads. A well-maintained drainage system prevents flooding even with a heavy downpour. The

campus' ground and swimming arena were shut due to monsoon. When our classes began, I got to know more about my batch mates. We were so engaged with assignments and homework that there was no time to play.

Most of the students and faculty are Bengali speaking, so much so that it is joked as the campus seems as an off-land province of Bengal. Rest of us come from all parts of the country.

Life in hostel is a double-edged sword. Situation flips for first timers like myself, when one used to spend only a few hours with their peers, to a status quo of having to squeeze out a few minutes of lone time. I learned to systematise my morning routine while the night life gives me leeway to roam around, work or chat with my friends. They are quick to respond be it whether I happen to pull their leg or seek help for silliest of matters. I repeatedly meddle around with the only furniture, two tables and two beds, around the room every two months. My roomie chides my action but I feel unsatisfied to see things have a definite orientation for a long time. I realize that people are comfortable with the things as it is and do not risk with subtle changes. Many at times, transitions seem peccable and unnecessary, so until and unless pushed by fate we do not break out of our comfy bubble. Subtle changes are necessary whether fruitful it's great, if not, it's a new experience.

The arduous of all tasks is the steep elevation from our hostels to lecture halls. It becomes treacherous for many like me who leave for the lecture at the last calculated moment and do not wish to waste our time going early to the classroom. Once in November, my friends had left for the class, ten minutes later, I happened to go

downstairs to my hostel mess. Realizing there's not ample time for a breakfast, I stuffed my pockets with two bananas, collected my pen and copy and ran. On an average it would take me 15mins walk, but not on that day. Lecture begins in 5, I couldn't find any cycle(they had an app based rental system for limited bikes) and there was no point waiting so I ran. By the first cut on to main road I had finished the bananas, I was sweating wet and exhausted. I remembered a scene from the movie Milkha Singh, where the protagonist was running a long race, iterating 'dughdh'(milk), the prize for remaining among the top runners. I tried the same thing, ran up the climb, the bends and steep staircase into the classroom repeating 'on-time'. My friends had just made it in there and were astonished how I made it. I made it in class alright but it took another 10mins for my breath to normalize.

Our Sundays and National Holidays are 'sleep-through the day' time but we do not miss out on celebrations. We boys hardly take half an hour to dress up while our lady friends end up spending hours into their grooming. Looking back, it seems a boon in disguise, we get to have fun in our way before they join and level up the thrill.

People here are professional, outgoing and well-ordered. But life here demands balance of work and leisure, and those who manage time well, reach great heights. There's a saying our immediate seniors had conveyed and which had been passed to them from our super seniors, it goes like this, 'There's a general wish to give up this program, its extreme workload and seemingly unnecessary writings but all this is an opportunity to find a sociable and jocular self, drifting through serene yet professional waters'.



**SUNIL CHADHA**,  
Joint General Manager-Sales,  
North Zone-1 successfully  
completed his Executive PGP  
in Strategic Management from  
IIM- Kozhikode.





## WHO releases new physical exercise guidelines to fight covid-19

WHO has regulated new physical exercise guidelines, especially among adults, to fight COVID-19 better

Edited by  
Shaheen Irani

Source  
DNA webdesk

World Health Organization (WHO) issued a physical exercise guideline for adults on November 25. The new guidelines would help the adults build immunity to fight the pandemic - COVID-19.

According to the new guidelines, every adult is expected to work out for 150 minutes per week. While issuing the guidelines, the organization stressed that working out is a vital factor among every age group, especially considering the sedentary lifestyle people are forced to live in due to coronavirus.

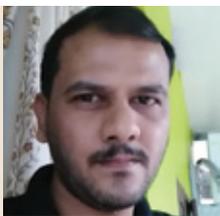
"Being physically active is critical for health and well-being – it can help to add years to life and life to years. Every move counts, especially now as we manage the constraints of the COVID-19 pandemic. We must all move every day – safely and creatively," WHO Director-General Dr. Tedros Adhanom Ghebreyesus said in a statement.

WHO stressed that adults with disabilities or chronic conditions must put in more efforts and work out for at least 150-300 minutes per week. Adolescents and children are expected to manage 60 minutes of their time working out to stay fit and fight the deadly virus.

Study by WHO suggests that nearly five million global deaths could be avoided per year if people would just start working out. The guidelines also encourage pregnant women to work out during and post-pregnancy, both for the mother and the baby.

People above the age of 65 should focus on balance, co-ordination and strengthening muscle for better health. The exercises would also help them prevent accidental falls.

Exercising, as recognized by WHO, helps with



## Radico's spirited world

By Ananda Amirtharaj,  
Manager- Production, Kerala

Just after the dusk  
When the light's gone  
And you may not know  
Where to go,

Shine your way to 8 p.m.  
I can show you the Morpheus  
Shining, shimmering, splendid  
Tell me friends, now when did  
You last your heart.

I close my eyes and I can see,  
A world is waiting up for RKL Brands  
Through After dark, Remix and verve  
Through where no one's been before.

Cause every night, I lie in bed  
Magic Moments fill my heart  
No one to tell us no  
To Old Admiral.

White hall compile each one  
It make you smile in a hectic day  
A million dreams for the RKL Brands  
We're gonna to make  
Moments of joy, moments of cheer.



## Contest

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

### CONTEST 1

- 1) How many points did Jaisalmer Indian Craft Gin score at the 2020 Ultimate Spirits Challenge, USA?
- 2) What is the name of the new expression of Rampur Indian Single Malt?
- 3) Whom did we launch the Radico Parivar Har Pal Aapke Saath 2.0 scheme for?
- 4) Which Radico brand was redesigned and repackaged in the last quarter?
- 5) What machine did we develop to sanitize the hot spots of Rampur and neighbouring villages?

### CONTEST 2

#### General Knowledge

Litti Chokha is famous food of which state?

- a) Rajasthan b) Manipur  
c) Bihar d) None of these

Which of the famous food of Odisha?

- a) Dosa b) Saaga  
c) Daal Bati d) None of these

Which state is known as Apple state of India?

- a) Jammu and Kashmir  
b) Uttar Pradesh  
c) Himachal Pradesh d) None of these

Which state is famous for oranges in India?

- a) Maharashtra b) Punjab  
c) Himachal Pradesh d) None of these

What oil is used for cooking in South India?

- a) Coconut oil b) Sunflower Oil  
c) Olive Oil d) None of these

Please send in your answers at [meghac@radico.co.in](mailto:meghac@radico.co.in) by 20th December 2020. The winners will be drawn out of the pool of correct entries in a lucky draw.

the heart condition, diabetes and cancer. Studies also show that physical activities improve brain health and in turn, help fight thoughts of suicide.

First published in article dnaindia.com

## Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-3, volume 2) contests winners.

### GENERAL KNOWLEDGE

★★★★ QUIZ WINNERS ★★★★★



**Manikandan KV,**  
COO's Office, Delhi



**Bhupender Bisht,**  
CFO's Office, Delhi



**Ch. Sesa Sai,** Production, Patiala

FOR FEEDBACK,  
CLARIFICATION,  
CORRECTIONS OR PRIZE  
COLLECTION, YOU MAY  
WRITE TO  
MEGHA CHHABRA AT  
[MEGHAC@RADICO.CO.IN](mailto:MEGHAC@RADICO.CO.IN)  
OR CALL 9990997421

CONTRIBUTE TO THE  
NEWSLETTER BY SENDING  
IN YOUR INPUTS TO  
[MEGHAC@RADICO.CO.IN](mailto:MEGHAC@RADICO.CO.IN).

### CORONA

★★★★ QUIZ WINNERS ★★★★★



**Viraj Shetty,**  
Trade Marketing, Mumbai



**Richa Tandon,** Civil Marketing  
Division, Delhi



**Amit Mittal,** Radico NV  
Distilleries Maharashtra Ltd  
Delhi/Aurangabad