



RKL/SX/2021-22/56
October 11, 2021

Bombay Stock Exchange Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001. Scrip Code: 532497	National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot no. C/1, G Block Bandra-Kurla Complex, Bandra (E) Mumbai – 400 051. Scrip Code: RADICO
--	--

Dear Sir/ Madam,

Subject: Press Release

Pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the **Press Release** dated October 11, 2021 regarding unveiling of two new luxury products - **Magic Moments Dazzle Vodka** and **Royal Ranthambore Heritage Collection - Royal Crafted Whisky**. We also enclose copy of presentation being issued by the Company in this regard.

Kindly take the same on record.

Thanking You,

Yours faithfully,
For Radico Khaitan Limited

(Dinesh Kumar Gupta)
Vice President - Legal & Company Secretary

Email Id: info@radico.co.in

Digitally signed by
DINESH KUMAR GUPTA
Date: 2021.10.11
13:21:44 +05'30'

Radico Khaitan Limited

Plot No. J-1, Block B-1, Mohan Co-op. Industrial Area
Mathura Road, New Delhi -110044
Ph : (91-11) 4097 5444/555 Fax: (91-11) 4167 8841-42
Registered Office : Bareilly Road, Rampur-244901 (U.P.)
Phones : 0595-2350601/2, 2351703 Fax : 0595-2350009
e-mail : info@radico.co.in, website : www.radicoKhaitan.com
CIN No. L26941UP1983PLC027278

Radico Khaitan's most awaited brands

Magic Moments Dazzle Vodka, and Royal Ranthambore Heritage Collection-Royal Crafted Whisky unveiled in line with its Premiumization Strategy

These luxury brands are set to reinforce Radico Khaitan's market leadership

Get into the festive spirit with the two never-experienced-before products

New Delhi, India, October 11, 2021 – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as “Radico Khaitan” or the “Company”), today unveiled two new luxury products in the brown and white spirit categories. **Magic Moments Dazzle Vodka**, the luxury brand extension of the Company's flagship brand, Magic Moments Vodka and **Royal Ranthambore Heritage Collection-Royal Crafted Whisky** mark the onset of the festival season for Radico Khaitan who has been synonymous with innovation and premium quality offerings to the Indian spirits market.

Magic Moments Dazzle Vodka will be available in two variants, i.e. Magic Moments Dazzle Gold and Magic Moments Dazzle Vanilla. The blend is produced from the finest of grains and passes through 7-stage filtration system including carbon, silver, platinum & gold.

Royal Ranthambore is crafted from different bespoke Blended Malt Scotch from various regions of Scotland. Scotch grain is also blended to harmonize the Whisky. It is a complex whisky with six Blended Malt Scotches, one Scotch Grain from Malted Barley and Oak Infused Grain Neutral Spirit, reserved for a specific time to assimilate the blend. With the launch of the product, the brand also rolls out the marketing campaign to reinforce the brand position of being ‘India's Finest Yet’.

Both Magic Moments Dazzle and Royal Ranthambore will be available in select stores in Delhi, Karnataka, Uttar Pradesh, Goa, Maharashtra, Rajasthan and Haryana in the first phase of launch.

Commenting on the launch Mr. Amar Sinha, COO, Radico Khaitan said: “Every launch is an expression of the constant endeavour to provide our consumers with the exclusivity of experiences that are reserved for the discerning. We are delighted to announce the launch of our two most ambitious brands that we were working for the last three years. ”

He also added, “In the pursuit to expand our product base in the premium whisky category, Radico Khaitan is all set to offer most luxurious Indian whisky by the name of Royal Ranthambore Heritage Collection-Royal Crafted Whisky. We are extremely optimistic about the fact that this brand will be a game changer in this space and will undisputedly be the most phenomenal trend setter. The country is going to get its finest ever in the weeks ahead. ”

On the question on the thought behind expanding the Magic Moments portfolio Mr Sinha emphasised, “Vodka currently accounts for less than 5% of the domestic IMFL volumes compared to around 25-30% globally. With the favourable demographic profile and changing consumer preferences, we believe that Vodka industry is bound to expand. Over the last five years, premium vodka space has grown at a faster pace than the overall vodka industry which is a positive sign. Within vodka, flavours are gaining momentum. More than 50% of our vodka volumes is flavours. To expand the vodka category, we are doing a number of things including new flavours, new expressions and now an ultra-premium offering by the name of Magic Moments Dazzle Vodka.”

He concluded “There have been rapid strides in the development of the premium segment of spirits in India and we are aspiring to be the category leaders in these segments with this launch of Magic Moments Dazzle and Royal Ranthambore.”

Radico Khaitan at a Glance:

Radico Khaitan Limited (“Radico Khaitan” or the Company) is among the oldest and one of the largest manufacturers of IMFL in India. Earlier known as Rampur Distillery Company, Radico Khaitan commenced its operations in 1943 and over the years emerged as a major bulk spirits supplier and bottler to other spirit manufacturers. In 1998 the Company started its own brands with the introduction of 8PM Whisky. Radico Khaitan is one of the few companies in India to have developed its entire brand portfolio organically. The Company’s brand portfolio includes After Dark Whisky, Contessa Rum, Jaisalmer Indian Craft Gin, Magic Moments Vodka, Magic Moments Verve Vodka, Morpheus Brandy, Morpheus Blue Brandy, Old Admiral Brandy, Pluton Bay Rum, Rampur Indian Single Malt Whisky, Regal Talon Whisky, 1965 – The Spirit of Victory Rum, 8PM Premium Black Whisky and 8PM Whisky. Currently, the Company has five millionaire brands which are 8PM Premium Black Whisky, 8PM Whisky, Contessa Rum, Old Admiral Brandy and Magic Moments Vodka. Radico Khaitan is also one of the largest providers of branded IMFL to the Canteen Stores Department (CSD), which has significant business barriers to entry. The Company has three distilleries in Rampur, Uttar Pradesh and one in Aurangabad, Maharashtra which is a 36% joint venture. The Company has a total owned capacity of 157 million litres and operates 32 bottling units (5 owned and 27 contracted) spread across the country.

Saket Somani

Vice President, Finance & Investor Relations

somanis@radico.co.in | +91 11 4097 5403

This release 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.

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

Unveils New Brands in Line with its Premiumization Strategy

Magic Moments Dazzle Vodka and Royal Ranthambore Heritage Collection-Royal Crafted Whisky



The Legacy

- The Rampur Distillery Company was established in 1943 with a focus on distillation and bottling
- Manufactured high quality spirit for other branded players and to the armed forces / canteen stores
- Gained significant experience as manufacturer of spirits and bottler for other brand owners
- Mr. Abhishek Khaitan, our Managing Director joined the family business in 1996 and instilled the idea of creating our own brands
- Started the branded IMFL division in 1997
- Launched our first brand 8PM Whisky which became a millionaire brand within the first year of its launch

EST. 1943



History 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

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



Brand Portfolio

Broad choice for consumers with focus on premium brands



MRP	Whisky	Rum	Brandy	Vodka	Gin
Luxury > Rs. 4,000					
Semi Luxury Rs. 1,000 – 2,000			 MS: 58%		
Super Premium Rs. 700 – 1,000				 MS: 90%	
Semi-Premium / Premium Rs. 500 – 700	 MS: 5%				
Deluxe Rs. 400 – 500		 CSD MS: 10%			
Regular Rs. 300 – 400	 MS: 20%	 CSD MS: 22%			



Magic Moments Dazzle

Special Edition – Premium Grain and Vanilla Flavored vodka



The 7 stage filtration process

Single Grain Rice Vodka

Gold	Silver
<ul style="list-style-type: none"> Filters: Carbon, Silver, Platinum and Gold 	<ul style="list-style-type: none"> Filters: Carbon, Silver and Platinum
<ul style="list-style-type: none"> A delightful blend infused with crispy textures and a hint of peppery notes Giving an ultra smooth, fresh, and luxurious taste in every sip 	<ul style="list-style-type: none"> An exquisite blend of rich, creamy vanilla mixed with the complex notes of floral, butterscotch, and a hint of white chocolate Giving it a well-balanced flavor of sweetness and sophistication
<ul style="list-style-type: none"> The tall, white glossy bottle lends elegance and richness to the product with the metallic dancing figurines It's recognizable brand mascot – the dancing figurines The two-color tone of the canister accentuates the sophistication and modishness this product reflects The unique metallic cap of Dazzle has a tamper-evident ring 	



Magic Moments Dazzle

Special Edition – Premium Grain and Vanilla Flavored vodka



Regular



Semi Premium



Premium



Magic Moments Dazzle is uniquely positioned to fill this gap



Bottled In Origin (Entry Level)



Bottled In Origin (Super Premium)

- Global trends indicate an increase in flavored, limited time offerings. The consumer's desire for new experiences is driving innovation and experimentation within the vodka category. The market is moving towards premiumization and consumers are keen to pay higher prices for better experiences
- Flavored vodka market is focused on sophistication and products that sell consumers a lifestyle choice different from their own. The new age of vodka will be infusing more natural and interesting flavors for changing palates



Royal Ranthambore

Heritage Collection-Royal Crafted Whisky



- **Blended Malt Scotch & Scotch Grain from Malted Barley:** Crafted from different bespoke Blended Malt Scotch from various regions of Scotland. Scotch grain is also blended to harmonize the Whisky. Though by definition it's a Scotch Grain, however this Scotch Grain is made from 100% Malted Barley
- **Oak Infused Grain Neutral Spirit:** We take pride to introduce a unique oak infusion process for the very first time in India to the Grain Neutral Spirit, which literally transform the fresh and dry grain neutral spirit to a subtle and mild oak tonality
- **A Beautiful Whisky Making Craft called Blending:** A complex whisky, i.e., six Blended Malt Scotches, one Scotch Grain from Malted Barley and Oak Infused Grain Neutral Spirit, reserved for a specific time to assimilate the blend

India's finest blend...



Royal Ranthambore

Heritage Collection-Royal Crafted Whisky



Tasting Notes:

Visual/Colour: Golden hue complemented by tint of amber

Nose/Aroma: Warm and intense malty aromas make their presence felt followed by sweet floral notes and hints of citrus. At the end subtle forest honey and spicy dried fruits leaves a lasting trail

Palate/Taste: Once you allow a sip to linger in the palate it reveals many delicate attributes and holding it long in the mouth, the warmth of the palate entices out a flurry of rich flavours like English muffins, melted butter, plum cake, apple pie, cocoa and a hints of spicy peaty smoke in the background

Finish: A long finish that smoothens out with time



Royal Ranthambore

Heritage Collection-Royal Crafted Whisky



Segment	Competing Brands	Price Points (Rs./750 ml)	Rationale
Premium	Golfer's Shot Blenders Pride Rare Premium Peter Scot Rockford Classic Signature Rare Aged Sterling Reserve B10	700 - 950	<ul style="list-style-type: none"> Consumers of the premium/super premium segment would 'trade up' for a better blend at a higher price premium due to the nature of conspicuous consumption Consumers of the Bottled-in-India scotch segment would also like to try out new experience and switch to the best Indian blend
Super Premium	Signature Premier Grain Blenders Pride Reserve Rockford Reserve Antiquity Blue		
Scotch (Entry Level)	Old Smuggler VAT 69 100 Pipers Deluxe Teacher's Highland Cream William Lawson's Black Dog Centenary	1300 - 1700	
Scotch (Bottled in India)	Black & White Cutty Sark Dewar's While Label Jim Beam 100 Pipers 12YO Black Dog Gold Teacher's 50		



Radico

RADICO KHAITAN LTD.

Radico Khaitan Limited
(CIN: L26941UP1983PLC027278)
J-I, Block B-I, Mohan Co-operative Industrial
Area, Mathura Road, New Delhi-110044
Ph.: +91-11-4097 5400/5500
Fax: +91-11-4167 8841/42
www.radicokhaitan.com