



Radico

NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL

My Dear Radico family,

For the most part, 2021 has been an arduous year. Responding to the devastation caused by the second wave of COVID-19, Radico Khaitan has always been at the helm of helping people. With such pure intentions, our company has thrived despite the despoliation due to the pandemic. The Q1 results of FY 21 have been very encouraging for Radico Khaitan in a number of ways with a couple of brand portfolio extension and tremendous growth in the volume of Indian-Made Foreign Liquor (IMFL).

Furthermore, with the outstanding performance in results, Radico Khaitan also achieved notable successes with the 8PM whisky being ranked the 9th

largest whisky globally, Magic Moments Vodka- the 11th largest vodka, Contessa rum ranking the 9th largest rum and Old Admiral brandy ranking the 2nd largest brandy globally by the millionaire's club.

With setting up six oxygen plants in UP, the company is also contributing to the state and the society for prepping up to fight potential 3rd Covid wave and other health emergencies in the future.

I would like to thank everyone in Radico family and would like to express my appreciation for each one of you. We honor everyone for the part you have played in maintaining our performance standards and for your commitment to excellence.

Dr Lalit Khaitan

CHAIRMAN AND MANAGING DIRECTOR



Dear Radiconians,

The disruptive second wave of the pandemic impacted businesses across the world. However, at Radico, teams across different divisions came together with resilience and strength to ensure seamless operations and continued dispatches. This has enabled us to outperform the industry yet again this quarter. This pandemic has tested the strength of our business model and we have emerged only stronger.

The recent COVID-19 crisis may be one of the most influential and unprecedented events for firms, investors, policy makers and many other market participants, but our company's growth momentum remained intact in Q1. The company's net revenue grew by 47.3% y-o-y during Q1 FY 2021 and quarterly EBITDA of Rs. 91.72 crore in Q1, continued to outperform the industry. We delivered a strong all-round performance. As restriction are lifted and normalcy

resumes, we are confident that month on month volumes will indicate a positive trend and will even improve industry performance, led by the prestige and above segment in the coming years.

Even during the crisis, we came out as a strong and responsible company and delivered satisfactory quarter results. Radico Khaitan has come a long way since its inception and stood strong in the unprecedented times; I would like to thank each one of you for your contribution and hope for better results in the times to come. We might face roadblocks as we proceed further, but I am confident that with the pool of talent in Radico it would not be a daunting task. The more knowledge we have, the closer we are to achieving our goals. Let us take each day as a learning experience and ignite our passion for learning to grow both personally as well as professionally.

Abhishek Khaitan

MANAGING DIRECTOR



Dear All,

There has been tremendous support and guidance from the senior management / board which has helped employees deliver their best in the most challenging quarter. The company, as always, continued to do its part for the Radico family and reemphasised that employees perform brilliantly when they are encouraged and their opinions valued. What has helped people at Radico excel is the company's idea to allow every member to present their point of view, experiment on new projects and have the liberty to make decisions while keeping the company's ethics and standards in mind. That has helped them think outside the box and there is always healthy competition in the workplace resulting in the growth of the employees as well as the organization.

The Radico Khaitan family has won awards in three various categories for different brands including Magic Moments Vodka and 8PM Premium Black Whisky at the Spiritz Achievers' Awards this year. While first time ever in the history, The Spiritz Achievers' Award for the CSR of the year was won by Radico Khaitan Ltd, the award for the best 'Promotion and Activation' on-ground was bagged by Magic Moments Vodka. Lastly, 8PM Premium Black Whisky won in



AMAR SINHA
CHIEF OPERATING OFFICER

the 'Fastest Growing Brand' in the Semi-Premium category.

Radico Khaitan's quarterly (Q1) performance has been exemplary and there has been a noticeable improvement in the business front as well which took a slight hit during lockdown. All of this has been possible as the company was quick to realize

that business dynamics were changing and new marketing strategies were worked upon from a totally different point of view keeping in mind the new normal scenario. The company and all its employees did a phenomenal job in understanding the market trends and curating plans that were feasible considering business growth as well as consumer needs in mind.

The most significant developments in the recent past have been the launch of Rampur Double Cask Indian Single Malt Whisky in the Delhi civil market bringing cheer to the malt lovers and expanding the Verve premium vodka offerings through the launch of Lemon Lush and Cranberry Tease flavours. With every new launch, our aim is to always create a valuable customer experience, consistent with Radico Khaitan's brand assurance.

I would like to urge each one to continue doing your best in your respective tasks while reflecting back on past failures and always remembering to be prepared for taking on any sort of crisis. For us to continue growing and excelling, we must strengthen business outlook, study market trends, understand what our consumers want and utilize the same to deliver quality products.

Dear Radiconians,

As we stepped into the new financial year FY2022, the world had changed again. The second wave of pandemic had caught us off-the-guard and was more severe than the first one. However, it did not waver the spirit of Radiconians. Our plant operations across India were running at optimum capacities and dispatches were happening partially, particularly in the states where liquor sales were permitted.

During the first quarter of the financial year 2022, we have again delivered industry beating performance and registered volume growth of about 60% over last year. This is a result of the commitment shown by our teams across sales, production and supply chain. No stone was left unturned to keep the operations running smoothly during the last few months when pandemic was at its peak.

Our performance during the last year, FY2021, is a testament to Radico Khaitan's resilient business model, strong premium



DILIP BANTHIYA
CHIEF FINANCIAL OFFICER

product portfolio and excellent execution capabilities of the management team. The phase of consolidation is over now. We have

a very strong manufacturing & distribution platform, and sales & marketing network. The capital market has also taken a note of it. Today, our market capitalization has crossed the milestone Rs. 10,000 Crore and we have progressed one step further towards our UDAAN 20,000 vision.

Our brand portfolio is becoming more robust and winning consumer hearts. Young India is spending more on experiential, lifestyle and aspirational brands, especially after the pandemic induced lock down. Government policy framework has also been progressive, overall. These factors are going to drive the growth of the industry in the years to come. Radico Khaitan will continue to outperform the industry.

The intensity and consistency of the performance over the last 5-6 years would help Radico Khaitan transcend into the next orbit of growth. I wish you all the best for another successful year ahead.

Welcome Shivraj



We believe in nurturing young and dynamic minds and feel that business booms when there are always young and fresh ideas on the table. Radico Khaitan has added a new and

youngest Radiconian-in-the-making in the organization. Shivraj Khaitan, son of Mr. Abhishek Khaitan, MD- Radico Khaitan Ltd. has started his business training program at the head office.

MAGIC ALL THE WAY

We are thrilled to announce that our flagship brand Magic Moment Vodka has won one of the most celebrated awards in the brands space Prestigious Brands Asia 2020-21 for its pivotal role in the life of the consumers, in contributing to the economy and shaping the lifestyle of a community. We would like to thank each one of our consumers and patron for making us the most loved brand in the country.



ET 500

Radico Khaitan Ltd. is proud that we are a part of ET 500, the list of 500 largest corporations in India. In this journey, we thank all the people who are or have been a part of the organization and helped the entity grow into what Radico Khaitan is today. We strive to become better by the years and help in building society along the way.

THE MILLIONAIRES' CLUB 2021

We are elated to announce that 4 of our brands- 8PM Whisky, Magic Moments Vodka, Contessa Rum and Old Admiral Brandy, have won positions in "The Millionaires' Club 2021"

The accolades we received:

8 PM Whisky
Top 30 Whiskies in the world-Rank 9

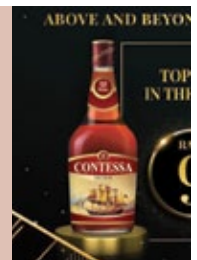
Top Indian Whiskies- Rank 6



Magic Moments Vodka
Top 30 Vodkas in the world- Rank 11



Contessa Rum
Top Rums in the world- Rank 9



Old Admiral Brandy
Top Brandy's in the world- Rank 2



We are really happy and we hope to receive more such awards in the future. Giving value to our consumers has always made us more successful and we wish to keep doing it in the future. Thank you, everyone from the entire team of Radico Khaitan.

8 PM PREMIUM BLACK LAUNCHED CRICKSAW PACK TO MARK THE IPL SEASON

TO MARK the Indian Premium League season this year, 8 PM Premium Black whisky introduced a special cricket themed pack with a free jigsaw puzzle game inside the pack. This effort by the brand was to improve the brand consideration and trials by enhancing overall look & feel of the packaging and to engage with consumers to enhance the brand recall by becoming a part of their daily entertainment and delivering a superior brand experience. It was promoted widely across social-media and the brand also roped in some established stand up comedians for its marketing campaign. The product received an extremely encouraging response from the trade as well as consumers.



COO RECOGNISED AS THE MARKETING MEISTER BY BARC

It gives us immense pleasure to announce that Mr Amar Sinha, COO, Radico Khaitan Limited, has been recognised as the Marketing Meister for his demonstrated and robust body of work in the field of brands and marketing at the BARC's global business symposium.

MAGIC MOMENTS VERVE ADDS NEW FLAVOURS TO ITS STABLE

WE KICK-STARTED this difficult year on a happy note with the launch of one refreshing flavour - Lemon Lush and creating a new category altogether-Coloured premium vodka with Magic Moments Verve Cranberry Tease. After almost a year of witnessing the pandemic, this launch brings a much needed zeal to our consumers and to us as a company. Also, we are proud to become the only company to offer coloured premium Vodka to Indian consumers. After embarking on the premiumisation drive, we are constantly in pursuit to provide a rich and never-felt-before experience to our consumers.

Radico Khaitan launched its first ever coloured vodka - Magic Moments Verve Cranberry Tease after launching its 4 colourless variants- Plain, Green Apple, Lemon lush and Orange. In the first phase, Magic Moments Verve Cranberry Tease is available in the retail market across Maharashtra. The brand will soon be launched in other states in the coming months.

With the launch of vodka Magic Moments Verve Cranberry Tease, Radico Khaitan not only offers a unique flavour but also forays into a new and emerging category of Coloured Vodka in the Indian domestic market.



WE ARE IN THIS TOGETHER

The employees at Radico Khaitan Limited are a part of our family. In these tough times, we would like to help them as much as possible. Therefore, we have decided to institute Pandemic-Employee welfare program to extend our help to the family of our employees amidst the pandemic,

in case of an unfortunate demise.

Let us all stand together with each other in these tragic times that words cannot justify.

We urge everyone to follow all Covid protocols & safety measures.

Stay Safe, Stay Strong.

“Our employees, our family. Coming together in the time of the pandemic”

From the Desk of the Chairman and Managing Director

Dr. Lalit Khaitan and Abhishek Khaitan



“The deceased employee’s family will receive **100%** of the basic salary or a min. of **₹25,000/month**, whichever higher, for the next two years from the date of demise

“Education expenses, up to **₹5,000/month** for school/ college going children for the next two years

“Extend the **Mediclaim policy benefit** to the family of the deceased for three years

“This support is over and above the regular benefits due to the employees



RADICO INSTALLS 6 OXYGEN PLANTS IN UP

Our fight against the deadly corona virus has just got stronger. We believe in giving back to the nation and to the people who make us who we are.

Radico Khaitan has successfully installed

6 proposed medical oxygen-generating plants in UP towards this effort.

The plants have been installed in various districts of Uttar Pradesh including Bilaspur(Rampur), Bilhaur(Kanpur), Bhagwantpur (Prayagraj), Mahoba (Mahoba), Manjhanpur (Kaushambi), & Manikpur (Chitrakut).



SPIRITZ ACHIEVERS' AWARDS

The Radico Khaitan family has won awards in three various categories for different brands including Magic Moments Vodka and 8PM Premium Black Whisky.

While The Spiritz Achievers' Award for the CSR of the year was won by Radico Khaitan Ltd for the first time ever, the award for the best 'Promotion and Activation' on-ground was bagged by Magic Moments Vodka. Lastly, 8PM Premium Black Whisky won in the 'Fastest Growing Brand' in the Semi-Premium category.

PROUD WINNERS AT GLOBAL QUALITY AWARDS



Brand Name	Awards
Jaisalmer Indian Craft Gin	GRAND GOLD (2 nd Consecutive Time)
8PM Premium Black Whisky	GOLD (4 th Consecutive Time) & International High-Quality Trophy
Morpheus Blue XO Premium Brandy	GOLD (3 rd Consecutive Time) & International High-Quality Trophy
Magic Moments Verve Premium Vodka	GOLD (3 rd Consecutive Time) & International High-Quality Trophy
Magic Moments Verve Green Apple Premium Flavoured Vodka	GOLD (3 rd Consecutive Time) & International High-Quality Trophy
Magic Moments Verve Orange Premium Flavoured Vodka	GOLD (3 rd Consecutive Time) & International High-Quality Trophy
1965 Spirits Of Victory Premium XXX Rum	GOLD (4 th Consecutive Year)
Magic Moments Premium Grain Vodka	GOLD
Magic Moments Remix Lemon Flavoured Vodka	GOLD
Magic Moments Verve Lemon Lush Premium Flavoured Vodka	GOLD
Magic Moments Verve Cranberry Tease Flavoured Vodka	SILVER
Morpheus XO Blended Premium Brandy	GOLD
Regal Talons Premium Grain Whisky	GOLD
After Dark Fine Grain Whisky	GOLD

RADICO SHINES AGAIN AT THE MONDE SELECTION QUALITY AWARDS 2021, BELGIUM

Once again a proud moment for all of us we have been awarded for 14 of our brands at the Monde Selection Quality Awards 2021, Belgium. That's not all, Out of these 14 winner brands, 5 of the brands have also been awarded with International High-Quality Trophy for achieving Gold Titles for 3 consecutive years.



INDIA'S GROWTH CHAMPIONS 2021 BY THE ECONOMIC TIMES AND STATISTA

Radico Khaitan has been recognized as one of India's Growth Champions 2021 by The Economic Times and Statista. This makes us an organization running on organic revenue generation; thus heavily contributing to the economic growth of the nation. We are honoured to receive the award.



BUSINESS TODAY TOP 500

The Business Today top 500 rankings are out and we can't be happier to announce

that we have moved up reasonably well on every parameter in spite of the global economic downturn. A big cheer to Radico!



RADICO AMONG TOP 500 HIGH-GROWTH COMPANIES ASIA-PACIFIC 2021 BY FINANCIAL TIMES

Radico Khaitan Limited has achieved another milestone by securing rank #467 in the Top 500 High-Growth Companies Asia-Pacific 2021. The Financial Times, Nikkei, and Statista issue the list each year with about 13 countries and millions of companies incorporated in it, and this year, Radico Khaitan has been a proud part of the esteemed list.

All of this is possible with the extraordinary effort of all the stakeholders.



FE1000 INDIA'S FINEST COMPANIES

WE ARE thrilled to share with you all that we have risen the ranks in the latest The Financial Express (India) : FE1000 India's Finest Companies rankings. Accreditations like these motivate us to continue this upward trajectory and do better in the future.



REACHING THE HEIGHTS AND GETTING BETTER AT IT EVERY DAY

With ownership of 5 different million-case brands, Radico Khaitan is now on the list of Top 10 Millionaire Brands Producers of 2021 by 'The Millionaire's Club'.

BUSINESS STANDARD 1000 RANKINGS

Radico Khaitan Limited stood 376th in the Business Standard 1000 Rankings 2020. With another feather added to our cap, we are extremely #proud of this #achievement.

We extend a heartfelt #gratitude to our stakeholders and everyone who supports us.





NEW LAUNCHES

Two exciting additions were made in the premium segment with the launch of Magic Moments Verve Lemon Lush and Magic Moments Verve Cranberry Tease in June. Consumer acceptance and enthusiasm was evident with the primary sales of 1856 and 1916 cases for Lemon Lush and Cranberry Tease respectively.



SALES ROUND-UP

» North Zone continued to deliver outstanding performance despite the topsy-turvy market scenario due to the lockdown imposed in the wake of Covid-19 and the devastating second wave. We managed to achieve 85% of their quarterly targets with 2.12 million cases.

» In UP, Radico Khaitan has been the epitome of supremacy in the first quarter

of the financial year. The company maintained the leadership position with 31% market share.

» Radico Khaitan has always outperformed in the northern (Uttar) states. While UP delivered brilliantly, Uttarakhand followed the same growth trajectory as the company regained the market leadership position in the state with 27.4% market share.

» Challenging times are inevitable but they bring along great learning experience. Surviving the tough times by building resilience is what a company or an individual can do to come out stronger; and Punjab proved to be an achiever by touching the highest-ever primary sales of 24,823 cases in the last 5 years.

VISIBILITY DRIVE

GETTING TO the top is easy, but staying there without losing the sheen is difficult, therefore building brand presence and amplifying it via visibility becomes essential. A holistic approach was garnered for the same and non-lit branded boards were placed across 1,000 retails of UP Rural Markets.



CRICKET BEING the most popular and widely watched sport in the country gave Radico Khaitan a golden opportunity to associate with it during the Indian Premier League (IPL). 8PM

Premium Black, a marvel from the house of Radico Khaitan, capitalised on the mega event and introduced Cricsaw Special IPL edition packs across the north zone.

A CHAIN is only as strong as its weakest link. For Radico, it was the case in Uttar Pradesh's Firozabad district, with Officers's Choice dominating the market in the regular segment. But the warrior spirit of taking the entire team together towards the goal worked wonders and extensive efforts were put in to pump energy into 8PM via Visibility Drives and '8PM Premium Black Water Bottles' Consumer Promotions.



EAST ZONE



MAGIC MOMENTS bestseller Verve and its newest flavour 'Lemon Lush' were launched in Assam with sourcing from Radico Khaitan's bottler Seven Sisters Distilleries last quarter.



NEW SKU FOR 8PM PREMIUM BACK

RADICO KHAITAN introduced a pocket pack for 8PM Premium Black Whisky in Assam last quarter. This is the first hipster pack in a glass bottle in this segment.

Bihu Celebration

Radico Khaitan's Team Assam visited retailers and honoured them with Gamochas and performed a small cultural event to celebrate the state's festival 'Bihu' in April 2021. Team Assam also decorated the stores with innovative and eye-catching Bihu thematic displays to observe the festival.



SOUTH ZONE

BUSINESS HIGHLIGHTS

Cheers!
Karnataka

- » Share jump of OAB from **79%** in Q1 20-21 to **100%** in Q1 21-22 with volume growth of **223%**
- » Share jump of 8 PM from **28%** in Q1 20-21 to **34%** in Q1 21-22 with volume growth of **56%**



Cheers!
Telangana

- » Share jump of 8 PM Black from **3%** in Q1 20-21 to **6%** in Q1 21-22 with volume Growth of **216%**



MARKETING

VISIBILITY DIVE
147 Flanges of 8 PM Premium Black were installed in Telangana in the month of June

SUNBURN HOLI CONCERT IN GOA



ASIA'S BIGGEST music festival hit the ground again after the first wave of covid-19 on holi this year. The event took place at the birth place of the most celebrated EDM festival- Goa on 28th & 29th March. Over 2500 music enthusiasts witnessed the festival headlined by Ritviz & Vini-Vici. Magic Moments has been associated with the festival for the past 4 years and the association has been elevated to being the presenting partners since 2019.



8PM Premium Black whisky's special Cricksaw pack was launched in Madhya Pradesh and Chhattisgarh. The innovative pack garnered encouraging response from the consumers and other stakeholders.



8PM SPECIAL WHISKY RAN A CONSUMER PROMOTION OFFER ON NIP IN MAHARASHTRA LAST QUARTER OFFERING 90ML BOTTLE OF SANITIZE 99.9%.

TETRA A3 HIGH SPEED FILLING MACHINE



A Tetra A3 high-speed filling machine with the latest technology was commissioned at the Rampur Plant in May 2021. With this, Radico Khaitan has become the first and only company to install such a high-speed machine to pack 8PM Whisky (180ml).

Tetra A3 Speed Filling Machine model: 500V with TBA 200S with

LEDV panel capacity is 24,000 pack per Hrs. The machine consists of a 90-metre traveling conveyor system with TCCS, splitter & a belt brake system.

The equipment also comes with the facilities such as hardware computer, licenced software, routers, connectivity with back up computer and more.

VACCINATION CAMP

Radico Khaitan organised a two-day vaccination camp for its Rampur employees with the help of the local health administration. The company successfully vaccinated 591 employees during the drive while following Covid-appropriate behaviour.



NEW FIRE TENDER PUJA

Radico Khaitan Rampur now has its own foam-cum-water state-of-the-art fire tender machine at its campus. This will strengthen the firefighting capability of the plant in addition to helping the local administration for any firefighting support.



FAMILY GET-TOGETHER

The company organised a small get-together at the Radico Rampur Campus for its employees and their family members to unwind and keep them motivated.



FAREWELL TO MR. SUNIL KUMAR SINGH, VP ENGINEERING & PROJECTS

The company bid farewell to Mr. Sunil Kumar Singh this year. He was associated with the company for 9 years and last served the role of VP, Engineering & Projects in the Rampur office. Mr. Singh was presented with a bouquet and a token of appreciation by the company on his last day at Radico.



GOLDEN ANNIVERSARY WISHES TO MRS. & MR. K.P. SINGH

Mrs. & Mr. K.P. Singh completed 50 beautiful years of their married life this year. On the special occasion of their Golden Anniversary, the Radico Rampur Plant team conveyed their heartfelt wishes to the evergreen couple and presented them with bouquets.

TRAINING ON FIRE DUTIES OF SECURITY GUARDS & NEW GUARD TRAINING SYSTEM IMPLEMENTATION

There was an introductory session on fire duties of security guards as well as new guard training system implementation. The guards were briefed about their respective responsibilities in case of a fire emergency. During the induction programme, new guards were given a tour of the unit along with a detailed session on the safety tips and handling challenges. They were also provided with a checklist for implementation of fire arrestors to all vehicles coming into the premises. Responsibilities of the Assistant Security Officer were also described for Fire Prevention & Fire Fighting.



A TRAINING programme was conducted for the workers of the NV Distilleries on 'Height Work Safety' on 5th June, 2021 by Safety Manager, Mr. Prashant Jagdale. The workers were briefed on the safety tips for working at height and given a demonstration as well in the company premises.



FLEX THERMOS-FISHER MACHINE TO SPEED UP COVID TESTS IN AURANGABAD

Radico NV Distilleries Maharashtra Limited donated a flex thermos-fisher machine to speed up Covid tests in Aurangabad. The machine was handed over to Aurangabad Collector Mr. Sunil Chavan by the company's Unit Head Mr.

Ashish Kapoor in presence of Mr. SG Patil, General Manager, HR & Admin and Mr. Ashish Wagh, Junior Manager, HR & Admin at NV Distilleries. It was part of Radico Khaitan's Covid relief measures in the state.

HEALTHY STEP

RADICO NV Distilleries provided gym equipment to Aurangabad Rural Police, which was acknowledged by Special IG, Aurangabad, Mr. Prasanna and SP, Aurangabad, Ms. Mokshda Patil. The company's GM, HR & Admin, Mr. SG Patil was presented a bouquet by the Aurangabad Rural Police as a token of respect and gratitude.



'SAFE UNLOADING OF MATERIAL AND SAFETY NEAR MOVING EQUIPMENT'



THE SAFETY Department conducted a training session on 'Safe Unloading of Material and Safety Near Moving Equipment' on 23rd April, 2021 for the workers of the distillery while adhering to social distancing norms. The workers were taught about the key aspects to keep in mind while loading and unloading materials and the safety procedures while moving any large/heavy equipment at the unit.

Radico Khaitan at record high: What's the story?

Markets
Mubina Kapasi | Senior Research Analyst
 Updated Jun 11, 2021 | 15:24 IST



After trading in a range for the most part of the 2-3 years prior to the pandemic, alcohol maker Radico Khaitan has seen its share price double in the last one year



KEY HIGHLIGHTS

- Radico's Q4 numbers beat street estimates and spurred the stock further as it trades at record high levels
- The consistent outperformance vs peers and industry, premiumisation drive and the discount to USL's shares are some of the positives

Mumbai: Radico Khaitan has rewarded its patient investors. After trading in a range for the most part of the 2-3 years prior to the pandemic, alcohol maker Radico Khaitan has seen its share price double in the last one year. The rally in recent days has been further spurred by the Q4 results.

Times Now- 11th June, 2021- Radico Khaitan at record high: What's the story?

Tipplers at Home with In-House Liquor Consumption

CHEAPER AND SAFE Liquor sales at bars and restaurants fell to about a tenth of overall sales in 2020 even as the spirits market shrank about 20% from 2019, in part according to the latest International Wine and Spirits Research (IWSR) data.

"People have found and discovered that in-house consumption is a cheaper choice of booze. In-home, casual occasions are the most popular among other occasions during the pandemic," Anand Kripalani, managing director at United Spirits, said in a recent earnings call. "We have extensively worked for the revival of the on-trade with many of the critical consumers who have been going through a very, very difficult time."

Consumption patterns have changed in the pandemic year – many no longer feel the need to consume drinking to the weekend, however, and this may be of some comfort according to experts, early in being period over quantity. "Wednesday to the new Friday with nearly a third drinking on that day and as often as five-time class a week," said Sandeep Anand, director at Spiritual Liquors Ltd., which supported consumers to the country's top eight cities. "People are about taking away has been with 30% of people spending on higher priced drinks."

Companies and investors shifted their focus on retail, increasing their offering of high-end brands, which were previously targeted at the on-trade trade segments.

	2019	2020	GROWTH
SPRITS	3,45,088.62	2,77,950.50	-19.7%
BEER	3,57,000.00	1,93,044.44	-46.1%

The Economic Times- 14th June 2021- Tipplers at home with in-house liquor consumption.

Rampur Select

Coming from one of India's oldest distilleries, Radico Khaitan's Ultra Premium, Rampur Single Grain Gin is brewed with Indian roots, and is undeniably distilled in copper pots. And as an eco-friendly brand, it requires a unique and eco-friendly which is eco-friendly and pleasant to the palate. It also features some lovely notes with traces of coffee and spices. With no sugar or carbs on the bottle, this signature whisky-like gin is a perfect combination of Gin & Tonic.

Misalmai

Gins Of India: The Finest Tipples To Choose From This World Gin Day

It's time to celebrate the finest gins of India. The world's finest gin is now available in India. It's time to celebrate the finest gins of India. The world's finest gin is now available in India. It's time to celebrate the finest gins of India. The world's finest gin is now available in India.

Luxury Lifestyle Magazine- 12th June, 2021- Gins of India: The Finest Tipples to choose from this World Gin Day

#BackToBusiness: Radico Khaitan's Amar Sinha on the strategy that needs to be followed to bounce back

By Smita Ghosh | Jun 28, 2021 | 10:17 AM

What will change now in the process and manner of standardising and engaging with the consumers through meaningful and out-of-the-box campaigns, says Sinha

Amar Sinha, CEO of Radico Khaitan

As Sinha tries to find a sign of respite just a period of uncertainty, it has become more important for him ever to understand and evolve in his changing consumer expectations. From

moneycontrol

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Earnings cheer keeps Radico Khaitan in high spirits. Should investors join in?

The Radico Khaitan stock has started the process of re-rating as the management continues to perform well and the long-term outlook appears promising

SACHIN PAL | JUNE 17, 2021 | 00:04 PM IST

Money Control- 17th June, 2021- Earnings cheer keeps Radico Khaitan in high spirits. Should investors join in?

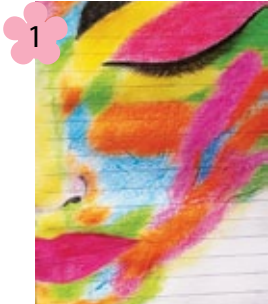
Liquor firms ride the digital wave; as it tries to fasten recovery

By Smita Ghosh | Jun 22, 2021 | 07:39 PM

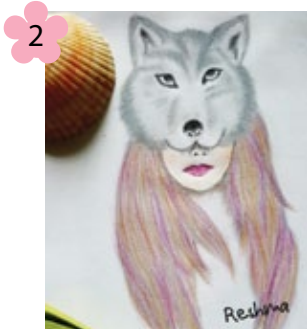
As per industry estimates, the share of digital in the overall marketing mix has increased to 25-30% in the current fiscal year from 18-20% in FY20

Experts believe that liquor can drive the most of prime products by having extensive digital campaigns when consumers return to bars during major events.

Financial Express- 22nd June, 2021- Liquor firms ride the digital wave, as it tries to fasten recovery.



1
If they think you are weird don't worry
Enjoy your weirdness of being unique
than normal
You are not perfect; you don't have
to be.
All you need to is be a better version
of ourselves
Better than what you were yesterday,
evolve your soul
Worry about your own consciousness.



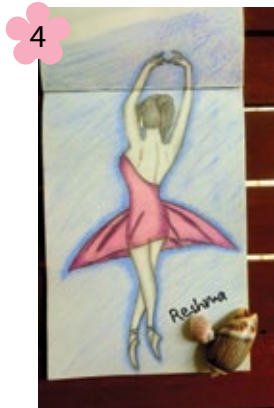
2
We are emotional yet,
When its family we are warriors with
spirit of wolf
We are humble but,
Fierce and unstoppable when situation
entails
We lose cool and there are days we go
crazy too
This Madness we survived, has made
us strong

An Ode to Women

By Reshma Naidu,
Assistant Manager, Business
Support, Bangalore



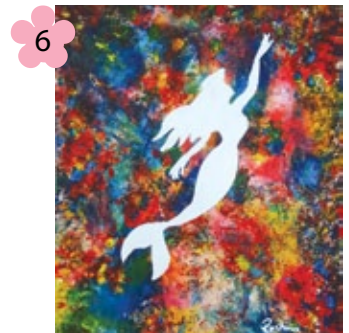
3
We are emotional yet,
When its family we are warriors
with spirit of wolf
We are humble but,
Fierce and unstoppable when
situation entails
We lose cool and there are days we
go crazy too
This Madness we survived, has
made us strong



4
Craft your individuality, build
your persona
Don't be content to be nothing
like anyone but being YOU
Love yourself in good times
and in bad.
Life's path at times can be
painful, accept with grace
You are strong, so don't fear to
stand alone



5
Take momentary breaks,
Take a deep breath, relax
You are worth the quiet moments too



6
You are a storm don't try to tame
yourself
Stand on your feet. Firmly tall and
imposing
Become difficult to disrupt
Believe you are worthy of nothing less
than being magnificent



7
We need to rise together and help
each other
Be a queen who fixes each other's
crowns
Be unique, Be you

IMPERFECT YET PERFECT YOU



IT MAY NOT BE WORTH THE WHILE WAITING FOR MY FIRST ROLEX!

By Saket Somani
VICE PRESIDENT
FINANCE & INVESTOR RELATIONS



I have fancied owning a Rolex since my investment banking days. Saw many analysts blowing away 4-6 months of their paycheck buying a Submariner. However, I always preferred planned spending and saving over being reckless and ahead of time! They say a watch tells you the time but a Rolex tells your time. I thought, my time is yet to come :)

After being isolated in my

room for 18 days, gazing out of the French door, I seem to have had the realization of Srimad Bhagwat Gita's lesson: "You came empty-handed, you will go empty-handed". It wasn't the self-realization of spirituality. It was a realization of freedom. It was a realization that simple things such as going out, meeting people, shaking hands, and hugging a friend



may become uncommon. It was a realization of the importance of freedom to just walk freely in a park!

It was a realization that I must stop postponing the road trip I wanted to plan with friends as my new car just bites the dust. It was a realization that I must stop missing out on my kids' music recitals or school functions as they are

growing fast. It was a realization that I had taken my wife out on holiday only 4 times in the last ten years. It was a realization that I should not wait too long to buy my first Rolex. It was a realization that life is too short and too important.

Contest

CONTEST 1

Guess the Bollywood movie

- 1) A road film in which the two main characters are called Rajesh and Khanna, respectively.
- 2) This film broke all records at the box office over 25 years ago. The didis are still wanting their devars to be as endearing.
- 3) Modern classic. Two of the three ruling Khans came together in this movie for the first time.
- 4) Arjun Kapoor up north meets Alia Bhatt down south in a Chetan Bhagat biographical story.
- 5) Shah Rukh Khan had everyone wearing 'cool' neck chains and Kajol beat him at basketball.

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 21st September 2021 to win exciting prizes.

CONTEST 2

- 1) How many brands have won The Monde Selection Quality Awards 2021?
- 2) What did Radico provide Aurangabad Rural Police with?
- 3) Where have we installed the Tetra A3 high-speed filling machine?
- 4) What is the name of the award that Magic Moments Vodka won for its pivotal role in shaping the lifestyle of a community?

Please send in your answers at meghac@radico.co.in by 21st September 2021. The winners will be drawn out of the pool of correct entries in a lucky draw.

CONGRATULATIONS

SHIVAM KUMAR

S/O Mukesh Sharma,
Dy. GM - Blending, Rampur represented the Bundelkhand University - Jhansi, in this nation wide virtual program and won Silver Medal. He is 3rd year student of B. Tech (Food Engineering and Tech.) from this University



Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-1, volume 3) contests winners.

★★★★ QUIZ1 WINNERS ★★★★★



Mukesh Arora,
Delhi (HO)



Vipin Mittal,
Delhi (HO)



Santosh L. Chavan,
Mumbai -Zonal Office

★★★★ QUIZ 2 WINNERS ★★★★★



Manoj Gupta,
Delhi (HO)



X. Ananda Amirtharaj,
Chalaky, Kerala



Vishal Kumar,
Delhi (HO)

FOR FEEDBACK,
CLARIFICATION,
CORRECTIONS OR PRIZE
COLLECTION, YOU MAY
WRITE TO
MEGHA CHHABRA AT
MEGHAC@RADICO.CO.IN
OR CALL 9990997421

CONTRIBUTE TO THE
NEWSLETTER BY SENDING
IN YOUR INPUTS TO
MEGHAC@RADICO.CO.IN.