

RKL/SX/2024-25/23

May 20, 2024

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

Dear Sir / Madam,

Pursuant to the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the Press Release dated May 20, 2024, announcing selling over 6.3 million cases of Magic Moments Vodka in FY2024 amounting to sales worth Rs. 1000 crores.

You are requested to take a note of the same.

Thanking you,

Yours faithfully,

For Radico Khaitan Limited

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

Email Id: investor@radico.co.in

Encl. as above

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CIN No.- L26941UP1983PLC027278

India's no. 1 vodka brand, Magic Moments Vodka, celebrates another milestone; sells 6.3 million cases in FY2024.

- **The leading vodka brand in India from the house of Radico Khaitan, holds a commanding 60% share of the nationwide market.**
- **The brand reports an impressive 25% Sales Value growth compared to the previous year.**
- **Magic Moments family achieves Sales Value of Rs. 1000 Crore.**

Delhi, India, May 20th, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of the largest IMFL companies in India, is thrilled to share a major achievement by its flagship brand, Magic Moments Vodka. In FY2024, the brand soared past expectations, selling over 6 million cases, amounting to sales worth Rs. 1000 crores. This marks a remarkable growth for Magic Moments Vodka compared to the previous fiscal year's sales of 5.2 million cases.

Since its introduction into the premium category by Radico Khaitan in 2006, Magic Moments Vodka has emerged as a favourite in the market, solidifying its position as India's leading vodka brand and the 7th largest globally till last year, and is likely to grow up further in the ranking ladder this year once the rankings are declared. With the current market share of 60% nationwide, the brand has experienced a notable 21% volume growth compared to the previous year, showcasing its strong appeal and consumer preference. Magic Moments Vodka's success is underscored by its ability to captivate consumers with its smooth and refined flavour profile, innovation, and marketing initiatives leading to unprecedented sales figures.

Adding to its spirit lineup, Magic Moments made waves with its recent launch of Pink Vodka, and the Holi Hai Edition towards the end of the financial year and the response from consumers has been exceptional, showcasing the brand's deep understanding of the market and contributing significantly to its overall sales. Magic Moments Vodka presents an extensive array of products spanning across the Semi-Premium and Premium Vodka categories, including Magic Moments Remix, Verve, and Dazzle. Furthermore, the brand features a selection of ready-to-drink vodka-based cocktails. With this diverse range, Magic Moments Vodka skilfully meets the varied palette preferences of its consumers.

Additionally, positive word-of-mouth referrals have enhanced the brand's excellent reputation and broad recognition. As newcomers to the liquor scene often rely on recommendations, Magic Moments Vodka's established name and quality have made it a go-to choice for those trying liquor for the first time, contributing significantly to its continued success in the vodka market.

Mr. Abhishek Khaitan, Radico Khaitan's Managing Director, shared his excitement, emphasising, “This milestone reflects Radico Khaitan's steadfast commitment to delivering excellence to our consumers, and the tireless dedication of the Magic Moments team. It's not just a celebration for our brand or the Company, it is a tribute to the incredible support and loyalty of our consumers. Their trust and support have transformed Magic Moments Vodka into a household name in India's liquor industry, creating magic moments for consumers nationwide.”

“Over the years, Magic Moments Vodka has consistently demonstrated its dedication as the nation's premium vodka brand by continuously innovating with new products, strategic and relevant marketing initiatives, fostering a shared love for music, thereby offering enticing consumer experiences.” he added.

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 Rampur Indian Single Malt Whiskies, Sangam World Malt Whisky, 1999 The Spirit of Victory Pure Malt Whisky, Jaisalmer Indian Craft Gin, Royal Ranthambore Heritage Collection Royal Crafted Whisky, Happiness in a Bottle: A Happily Crafted Gin, Morpheus and Morpheus Blue Brandy, Magic Moments Vodka, Magic Moments Remix Pink Vodka, Magic Moments Dazzle Vodka (Gold & Silver), Magic Moments Verve Vodka, 1965 The Spirit of Victory Premium XXX Rum and Lemon Dash Premium Flavored Rum, After Dark Whisky, 8PM Premium Black Whisky, 8PM Whisky, Contessa Rum and Old Admiral Brandy.

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 distilleries situated in Rampur, Sitapur and Aurangabad, Maharashtra which is a 36% joint venture. The Company has a total owned capacity of 320 million litres and operates 41 bottling units (5 owned, 28 contract and 8 royalty bottling units) spread across the country.

It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 102 countries.

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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.