



RKL/SX/2025-26/18

May 23, 2025

BSE Ltd.  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001

National Stock Exchange of India Ltd.  
Exchange Plaza, 5<sup>th</sup> Floor  
Plot no. C/1, G Block  
Bandra-Kurla Complex, Bandra (E)  
Mumbai – 400 051  
**Symbol: RADICO**

**Scrip Code: 532497**

**Subject: Press release**

**Ref: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed here with the Press Release titled “Radico Khaitan Ignites the Whisky World with an Explosive Launch of Morpheus Super Premium Whisky A Spirit for the Daring” dated May 23, 2025, issued by the Company.

The copy of the press release is being disseminated on Company’s website at <https://www.radicokhaitan.com/investor-relations/>

Kindly take the same on records.

Thanking you,

**For Radico Khaitan Limited**

**Dinesh Kumar Gupta**  
**Senior Vice President - Legal & Company Secretary**

**Email Id: [investor@radico.co.in](mailto:investor@radico.co.in)**

*Encl: A/a*

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CIN No.: L26941UP1983PLC027278

## Radico Khaitan Ignites the Whisky World with an Explosive Launch of Morpheus Super Premium Whisky

*A Spirit for the Daring*

**New Delhi, India, May 23, 2025** – Radico Khaitan, the makers of the iconic Morpheus Brandy, announces the launch of Morpheus Super Premium Whisky, a fearless, full-bodied blend that celebrates the relentless dreamers, the late-night strivers, and the bold-hearted believers who live to chase greatness.

Born from the unmatched excellence in the spirits industry, Morpheus Super Premium Whisky is Radico Khaitan's next big leap to capture the fast growing super premium whisky segment. Crafted with imported Scotch malts and fine Indian grain spirits, aged in Bourbon barrels and carrying a signature fruity floral flair, this whisky is a masterstroke of smooth sophistication and bold character.

Stating his excitement for the launch, **Mr. Abhishek Khaitan, Managing Director of Radico Khaitan** said, *"With Morpheus Whisky, we are proud to extend this powerful legacy into the super-premium whisky segment. This launch represents not just a strategic milestone for Radico Khaitan, but also a toast to the next generation of achievers who redefine success on their own terms."*

At the heart of Morpheus Whisky lies a powerful narrative, it is a spirit for those who have earned their first success and are ready to hustle for the next. The campaign reads #BeYourDream that isn't just a message, it is a mindset. Whether it's celebrating late-night wins, unwinding after the grind, or elevating moments with friends, Morpheus is the refined choice for those who live with intent and style while daring to achieve more.

Commenting on the launch, **Mr. Amar Sinha, Chief Operating Officer at Radico Khaitan** stated, *"With this launch, Radico Khaitan is staking its claim in one of the fastest growing super-premium whisky segments, where no other Radico brand has ventured before. We are not here to blend in. We aspire to dominate."*

Morpheus Super Premium Whisky is priced between INR 1200 and 1500. Radico Khaitan's launch of Morpheus Whisky marks a strategic extension of its premium portfolio, capitalizing on the formidable equity of Morpheus Brandy, India's largest super-premium brandy with over 60% market share and presence in 27 countries.





**Saket Somani**

*Senior Vice President, Finance & Strategy*

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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.

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