



RKL/SX/2023-24/02

April 11, 2023

BSE 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 herewith a copy of the Press Release dated April 11, 2023, regarding **Magic Moments vodka achieving sales volume of 5 million cases and 8PM Premium Black Whisky crossing 3 million cases sales.**

Kindly take the same on record.

Thanking You,

Yours faithfully,

For Radico Khaitan Limited

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

Email Id: investor@radico.co.in

RADICO KHAITAN LIMITED

Plot No. J-I, 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: Rampur Distillery, Bareilly Road, Rampur-44901 (UP.)

Phones: 0595-2350601/2, 2351703 Fax: 0595-2350008

E-mail: info@radico.co.in, website: www.radicokhaitan.com

CIN No-L26941UP1983PLC027278

Radico Khaitan celebrates remarkable sales milestones for Magic Moments Vodka and 8PM Premium Black Whisky in FY2023

Magic Moments vodka achieves sales volume of 5 million cases
and 8PM Premium Black Whisky crosses 3 million cases sales mark

New Delhi, India, April 11, 2023 – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as “Radico Khaitan” or the “Company”), is proud to announce two significant sales milestones for its flagship brands - Magic Moments Vodka and 8PM Premium Black Whisky. Magic Moments Vodka has crossed an impressive sales figure of 5 million cases (vs. 3.8 million last year), while 8PM Premium Black Whisky has achieved a remarkable feat of selling over 3 million cases in FY2023 (vs. 2.1 million in FY2022).

Magic Moments Vodka, known for its smooth and refined taste, has emerged as one of the most preferred vodka brands in India, capturing the hearts of consumers with its premium quality and unique flavors. The brand's widespread popularity and growing demand have propelled its sales to cross the remarkable milestone of 5 million cases, a testament to its unparalleled success in the highly competitive alcoholic beverage market. Currently, the vodka brand has Magic Moments, Magic Moments Verve, Magic Moments Dazzle, and Magic Moments Vodka Cocktails – all of them offering different varieties of flavours.

Similarly, 8PM Premium Black Whisky, known for its rich and distinctive taste, has garnered a loyal customer base and has become a symbol of celebration and camaraderie for whisky lovers. The brand's continued success is evident as it has crossed the significant milestone of selling over 3 million cases, showcasing its strong presence in the Indian whisky segment. It is ranked as the second fastest growing brand (across categories) and the fastest growing whisky globally by The Millionaires' Club 2022. The brand also won the Gold award (for the fourth consecutive year) at the Monde Selection 2022.

"We are thrilled to announce these outstanding sales milestones for Magic Moments Vodka and 8PM Premium Black Whisky," said Mr. Amar Sinha, Chief Operating Officer, Radico Khaitan. "These achievements are a reflection of the trust and loyalty that consumers have shown towards our brands. We are immensely grateful to our customers, partners, and employees for their continuous support and contribution in making Magic Moments Vodka and 8PM Premium Black Whisky household names in India's alcoholic beverage industry."

Radico Khaitan has a rich legacy of over 75 years in the alcoholic beverage industry and is known for its commitment to quality, innovation, and customer satisfaction. The Company's portfolio includes a wide range of whisky, vodka, rum, brandy, and other spirits, catering to diverse consumer preferences. With these impressive sales milestones for Magic Moments Vodka and 8PM Premium Black Whisky, Radico Khaitan reaffirms its position as a market leader and a trusted choice for consumers across the country.

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 Dazzle Vodka (Gold & Silver), Magic Moments Verve Vodka, Morpheus Brandy, Morpheus Blue Brandy, Old Admiral Brandy, Pluton Bay Rum, Rampur Indian Single Malt Whisky, Regal Talon Whisky, Royal Ranthambore Heritage Collection-Royal Crafted Whisky, 1965 – The Spirit of Victory Rum, 8PM Premium Black Whisky and 8PM Whisky. Currently, the Company has seven millionaire brands which are Morpheus Premium Brandy, 1965 Spirit of Victory Rum, 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 & Strategy

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.