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February 20, 2025

**BSE Ltd.**  
Phiroze Jeejeeboy Towers  
Dalal Street  
Mumbai – 400001  
**Scrip Code: 532497**

**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 – 400051  
**Scrip code: RADICO**

**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 herewith the Press Release titled "Royal Ranthambore Whisky Enters CSD market, Marking a Key Milestone in Premium Growth Strategy" dated February 20, 2025, issued by the Company .

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

Kindly take the same on records.

Thanking You,  
For **Radico Khaitan Limited**

**Dinesh Kumar Gupta**  
**Senior VP - Legal & Company Secretary**

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**RADICO KHAITAN LIMITED**

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CIN No.: L26941UP1983PLC027278

## Royal Ranthambore Whisky Enters CSD market, Marking a Key Milestone in Premium Growth Strategy

**New Delhi, India, February 20, 2025** – Radico Khaitan Ltd, one of India's oldest and largest IMFL companies (referred to as "Radico Khaitan" or the "Company"), is set to expand the footprint of Royal Ranthambore Whisky with its introduction in the Canteen Stores Department (CSD). This marks a significant milestone in the brand's growth journey, further reinforcing its position in India's evolving premium spirits' segment.

The move comes at a time when Royal Ranthambore has witnessed an exceptional growth since its launch in 2021. The brand has rapidly gained acceptance, driven by a growing consumer preference for premium Indian spirits.

Radico Khaitan has been at the forefront of India's premiumisation trend, with luxury & semi-luxury brands now contributing net sales value of Rs. 100 Cr in Q3 FY25 and Rs. 250 Cr in 9M FY25. Given the exceptional demand in the domestic as well as international markets, we expect this to cross Rs. 500 Cr net sales mark in FY26.

*"Royal Ranthambore has recorded a strong growth over the last two years, and its entry into CSD will further accelerate this momentum in the future," said **Mr. Abhishek Khaitan, Managing Director, Radico Khaitan.** "This expansion aligns with our vision to strengthen our luxury & semi-luxury brand portfolio and cater to evolving consumer preferences," he added.*

Radico Khaitan's luxury portfolio in CSD has already demonstrated strong performance, with Rampur Indian Single Malt Whisky and Jaisalmer Indian Craft Gin gaining traction. With the blended scotch whisky category in CSD exceeding 10 Lakh cases annually, Radico Khaitan aims to secure approx. 10% market share in this segment over the next year.

The introduction of Royal Ranthambore in CSD is expected to drive strong trials and cultivate brand loyalists among a wider consumer base. With a robust distribution strategy, a proven track record of success, and an unwavering commitment to quality, Radico Khaitan continues to consolidate its leadership in India's luxury spirits' market.



## Radico Khaitan at a Glance:

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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, Spirit of Victory 1999 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 43 bottling units (5 owned, 29 contract and 9 royalty bottling units). It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 102 countries.

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### Saket Somani

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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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