



RKL/SX/2024-25/05
April 15, 2024

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001 Scrp 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 April 15, 2024, announcing the launch of The Kohinoor Reserve Indian Dark Rum at IAADFS Summit 2024.

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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Radico Khaitan unveils The Kohinoor Reserve Indian Dark Rum at IAADFS Summit 2024

- **Crafted through small-batch distillation, using only fresh cane juice during the North Indian winter season.**
- **Matured in American Oak Barrels previously used for maturing Indian Single Malt, followed by further maturation in Cognac XO and Vermouth casks.**
- **Presented in an exquisite glass bottle, mirroring the magnificence of the Kohinoor Diamond.**

New Delhi, India, April 15, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of the largest liquor companies in India, announces the launch of The Kohinoor Reserve Indian Dark Rum at IAADFS Summit of the Americas in Florida, USA from 14th April to 17th April 2024. Renowned for its extensive portfolio, including award-winning Rampur Indian Single Malt Whiskies and Jaisalmer Indian Craft Gin, Radico Khaitan has been producing rum since its inception.

The Kohinoor Reserve Indian Dark Rum is crafted through small-batch distillation, using only fresh cane juice during the North Indian winter season. The Rum is then matured in American Oak Barrels previously used for maturing Indian Single Malt, followed by further maturation in Cognac XO and Vermouth casks.

Commenting on the launch, Abhishek Khaitan, Managing Director of Radico Khaitan said, “I am excited to introduce our newest luxury spirit, The Kohinoor Reserve Indian Dark Rum, crafted with innovation and sophistication for the most discerning palates. This launch celebrates Indian craftsmanship and reiterates our commitment to taking luxury Indian spirits to the world.”

“We are thrilled to announce the grand unveiling of The Kohinoor Reserve Indian Dark Rum, a true jewel in the crown of the spirits world, at the IAADFS Summit,” says Sanjeev Banga, President of International Business at Radico Khaitan, the parent company of Rampur Distillery. “Crafted with meticulous care and inspired by centuries of tradition, The Kohinoor Reserve Indian Dark Rum embodies the essence of luxury and refinement akin to world renowned Kohinoor Diamond.”

Kunal Madan, Vice President of International Business at Radico Khaitan, adds, “as we unveil The Kohinoor Reserve Indian Dark Rum at the IAADFS Summit, we invite you to join us in celebrating the artistry and ingenuity behind this extraordinary creation. Experience the epitome of Indian luxury with The Kohinoor Reserve Indian Dark Rum.”

The Kohinoor Reserve Indian Dark Rum will be rolled out in coming months across global markets including the USA, UK, EU, Asia as well as Global Travel Retailers.



The golden essence of The Kohinoor Reserve Indian Dark Rum traces its heritage to ancient India, where the roots of alcohol distillation were planted during the era of the Indus Valley civilisation, spanning from 3000 BC to 2000 BC. Rum is arguably one of the earliest known spirits due to its simple production process. Its main ingredient, sugarcane, was first known to be fermented in India. The earliest records of crystalline sugar production also originated in India.

The Kohinoor Reserve Indian Dark Rum is presented in an exquisite glass bottle, mirroring the magnificence of the Kohinoor Diamond. When viewed from above, it resembles the brilliant oval cut of the diamond. Kohinoor, meaning Mountain of Light, represents the rarest of the rare. The bottle's design cascades gracefully, evoking the image of a noble emperor, standing resolutely with a sturdy foundation. Its understated and refined branding, accented with muted gold, enhances its opulence.

RRP: US\$ 49.99 for 70cl, ABV: 43%

For more information, please visit: www.kohinoorindianrum.com

Instagram: <https://www.instagram.com/kohinoorindianrum>

International Association of Airport and Duty Free Stores (IAADFS):

The International Association of Airport and Duty Free Stores (IAADFS) is an international trade association whose members include operators of duty free and travel retail stores and companies that supply products and services to those stores. The purpose of the IAADFS is to promote the airport duty free industry as an important segment of the international business community; provide activities whereby operators of airport duty free stores and their suppliers can exchange information on products and their duty free market potential; and serve as a collective voice in representing the airport duty free industry on common issues affecting the membership. The 2024 Summit of the Americas offers an excellent venue for the travel retail and duty free industry to gather together and discuss challenges facing the industry, and opportunities for growth.

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 Remix Pink Vodka, Magic Moments Dazzle Vodka (Gold & Silver), Magic Moments Verve Vodka, Morpheus and Morpheus Blue Brandy, Old Admiral Brandy, Rampur Indian Single Malt Whiskies, Royal Ranthambore Heritage Collection-Royal Crafted Whisky, Sangam World Malt Whisky, 1999 The Spirit of Victory Pure Malt Whisky, 1965 The Spirit of Victory Premium XXX Rum and Lemon Dash Premium Flavored Rum, Happiness in a Bottle: A Happily Crafted Gin, 8PM Premium Black Whisky and 8PM Whisky. Currently, the Company has seven millionaire brands which are Morpheus Super Premium Brandy, 1965 Spirit of Victory Premium 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 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.





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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.