



RKL/SX/2024-25/10  
April 29, 2024

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001  <b>Scrip Code: 532497</b>	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  <b>Symbol: RADICO</b>
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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 29, 2024, announcing Rampur Signature Reserve Single Malt Whisky has achieved a historic milestone as the only Indian whisky selling at Rs. 5 lakhs per bottle.

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

**Encl. as above**

**RADICO KHAITAN LIMITED**

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CIN No.- L26941UP1983PLC027278

**Rampur Signature Reserve Single Malt Whisky becomes the most expensive Indian whisky selling at Rs 5 lakhs per bottle.**

- **Last chance to grab a bottle of the oldest Indian Single Malt Whisky available at Hyderabad Airport Duty-Free.**
- **A limited release of 400 bottles nearly sold out.**

**New Delhi, India, April 29, 2024** – Rampur Signature Reserve Single Malt Whisky has achieved a historic milestone as the only Indian whisky selling at Rs 5 lakhs per bottle. This ultra-luxury offering, part of Radico Khaitan’s esteemed Rampur franchise, represents the pinnacle of Indian whisky craftsmanship and exclusivity. Out of a limited release of 400 bottles, only two remain, serving as a testament to the exceptional quality and rarity of Indian single malt whiskies.

In commemoration of Rampur Distillery's 75th anniversary, Radico Khaitan introduced a super luxury variant of Rampur Indian single malt whisky to the international market. Crafted with meticulous attention to detail by Radico Khaitan, Rampur Signature Reserve undergoes an elaborate aging process in American Standard Oak Barrels, enduring the challenges of India’s diverse climates. It is one of the oldest malts from India. The Master Blender handpicked four distinct casks, which were then transferred to specially chosen PX Sherry Butts from Jerez, Spain, for the final maturation phase. This dedication to precision and excellence sets Rampur Signature Reserve apart as an exceptional expression of Indian whisky artistry.

Each bottle in this limited-edition collection is individually numbered and carries the signatures of Dr. Lalit Khaitan, Chairman, and the Rampur Master Maker, adding a personal touch to its exclusivity.



Rampur's Indian Single Malt Whisky collection offers a diverse price range to suit every enthusiast. Beginning with the Double Gold winner at the San Francisco World Wine & Spirits Awards, Rampur Select at Rs 14,000 per bottle in 2016, it includes the now sold-out PX Sherry variant at Rs 12,000 per bottle and the approachable Rampur Double Cask at Rs 8,500 per bottle in 2018. Leading the range is the prestigious Signature Reserve priced at Rs 5,00,000 per bottle, launched in 2018. Accompanying it is the Rampur Asava, honoured as the Best World Whisky at the 2023 John Barleycorn Awards, New York, priced at Rs 10,000 per bottle since 2019.

Travel Retail exclusive, Rampur Trigun at Rs 17,000 per bottle and the Rampur Jugalbandhi series starting at Rs 40,000 per bottle demonstrate Rampur's commitment to innovation and diversity in Indian single malt whisky.

Mr. Abhishek Khaitan, Managing Director of Radico Khaitan, expressed his excitement about this milestone, stating, "We are thrilled to announce that the last two bottles of Rampur Signature Reserve, out of the 400 bottles produced, are available exclusively at Hyderabad duty-free. This represents not just a whisky, but a legacy of Indian craftsmanship and heritage, inviting enthusiasts, collectors, and travellers to experience the unmatched quality of Radico Khaitan's offerings."

In addition to the ultra-luxury Rampur Signature Reserve, Radico Khaitan has curated a diverse range of premium spirits available at Hyderabad duty-free. This portfolio includes the distinguished Rampur Asava Indian Single Malt Whisky, the rich and complex Rampur Double Cask Indian Single Malt Whisky, the acclaimed Jaisalmer Indian Craft Gin and Gold edition, and the regal Royal Ranthambore Heritage Collection Whisky.

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

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.

**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.