



RKL/SX/2023-24/30

July 03, 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.  Symbol: RADICO
--	--

Dear Sir/ Madam,

**Subject: Press Release & Presentation**

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 July 03, 2023, regarding **the launch of their latest addition to the super-premium product portfolio, "Happiness in a Bottle: A Happily Crafted Gin."**

We also enclose herewith a presentation in this regard.

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

**RADICO KHAITAN LIMITED**

Plot No. J-1, 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](mailto:info@radico.co.in), website: [www.radicokhaitan.com](http://www.radicokhaitan.com)

CIN No-L26941UP1983PLC027278

**Radico Khaitan unveils 'Happiness in a Bottle: A Happily Crafted Gin' Celebrating the Joys of Life**

*The collection features three enchanting variants: Joy of Juniper, Joy of Pink, and Joy of Citrus  
It reinforces Radico Khaitan's leading market position in the craft gin space with Jaisalmer Indian Craft Gin*

**New Delhi, India, July 3, 2023** – Radico Khaitan Limited, one of India's oldest and largest spirits companies, and the maker of Jaisalmer Indian Craft Gin, proudly announces the launch of their latest addition to the super-premium product portfolio, "*Happiness in a Bottle: A Happily Crafted Gin.*" This uniquely distilled gin collection is meticulously crafted to infuse every sip with joy and happiness, combining vibrant colors, delightful flavors, and an innovative blend of botanicals.

The "Happiness in a Bottle: A Happily Crafted Gin" collection showcases three enchanting variants: Joy of Juniper, Joy of Pink, and Joy of Citrus. Each variant embodies a distinct character, offering a sensational flavor experience that leaves a lasting impression on the palate. Notably, with the introduction of the "Joy of Pink" variant, Radico Khaitan also ventures into the pink gin category, captivating gin enthusiasts with its unique allure.

At the heart of these variants lies a carefully curated selection of 15 botanicals, including Juniper, Angelica, and Coriander, chosen meticulously to create a harmonious fusion of flavors and aromas. A standout ingredient across all variants is Ashwagandha, a renowned herb celebrated for its vitality and mood-enhancing properties. By incorporating Ashwagandha, Radico Khaitan adds an extra layer of vibrancy to this gin, inviting consumers to embrace and cherish the joyful moments in life.

The bottle design itself is a testament to artistic excellence, exuding a visual allure that captivates the eye. Adorned with a visually striking design, embellished with unique crystals, enhanced by a canvas textured brush paint designed label, and crowned with a diamond-shaped cap, it stands out as a true work of art. Moreover, each bottle is elegantly accessorized with a neck tag, conveying information about the variants and adding an element of sophistication.

**Commenting on the launch, Mr. Amar Sinha, the Chief Operating Officer of Radico Khaitan, said,** *"After the resounding success of Jaisalmer Indian Craft Gin, we take immense pleasure in presenting our newest creation, 'Happiness in a Bottle: A Happily Crafted Gin,' infused with the unique herb, Ashwagandha. This remarkable blend not only tantalizes the taste buds but also uplifts the spirits, making it a perfect companion for celebrating happy moments in life. With a vibrant palate, alluring flavors, and meticulously curated botanicals, we offer another exquisitely handcrafted spirit for the gin connoisseurs seeking a truly gratifying experience. We hope that every sip will inspire the consumer to savor the flavors and relish the joyous moments that make life truly fulfilling."*

Mr. Sinha further added, *"The success of Jaisalmer Indian Craft Gin is a testament to our expertise and craftsmanship, and with 'Happiness in a Bottle' Gin, consumers are in for a truly euphoric experience."*

### **About the Variants:**

The "*Joy of Juniper*" variant caters to gin aficionados with its juniper-forward flavor profile with ashwagandha. Meticulously handpicked botanicals come together to create a flavorful experience that truly delights the senses.

The "*Joy of Pink*" variant combines the exquisite flavors of strawberry, pink grapefruit, lychees, rose petals, pink pepper, hibiscus flower, ashwagandha and cinnamon. This captivating infusion of botanicals enchants the senses, evoking a sense of joy with every sip. The visual allure of its enchanting pink hue adds to the overall experience.

For those seeking a refreshing journey, the "*Joy of Citrus*" variant takes the center stage. Crafted with Gandharaj lemon, grapefruit, lemon leaf, ashwagandha and juniper berries, this variant offers a zesty and invigorating taste profile that refreshes the palate. The burst of citrus flavors perfectly complements the gin's core botanicals, creating an experience that embodies the joy of sunshine and vitality.

### **Availability and Price Points:**

"Happiness in a Bottle: A Happily Crafted Gin" will be available in select retail outlets in Rajasthan, Delhi, Haryana, Goa, and Karnataka in the first phase of the launch. The gin is offered in 180 ml and 750 ml SKUs, priced at Rs. 500-550 and Rs. 2000-2200, respectively.

\*\*\*

### **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, Royal Ranthambore Heritage Collection-Royal Crafted Whisky, 1965 The Spirit of Victory Premium XXX Rum, 1965 The Spirit of Victory Lemon Dash Premium Flavored Rum, 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 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 160 million litres and operates 42 bottling units (6 owned, 28 contract and 8 royalty bottling units) spread across the country.

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, several 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.



**Radico Khaitan Ltd.**  
(BSE: 532497; NSE: RADICO)

**Unveils 'Happiness in a Bottle: A Happily Crafted Gin'**  
**Celebrating the Joys of Life**

*Happiness*  
*in a bottle*

# Company Overview

One of the largest and oldest spirit manufacturers in India



**1943**

Year of  
Incorporation

Around 80 years of experience in spirits making. One of the most recognized IMFL brands in India

**327**

Million liters

One of the largest spirit manufacturers. Capacity expansion underway from 160 mn liters to 327 mn liters

**42**

Bottling  
units

Strategically limiting interstate taxes and transport costs. Six owned, 28 contract and 8 royalty bottling units spread across the country

**75,000**

Retailers

Strong distribution network. Sale through over 75,000 retail and 8,000 on premise outlets

**37.5%**

FY2023  
Premium  
volume  
share

Consistently increasing Prestige & Above brand contribution to total IMFL volumes; 59.8% in value terms

FY2023  
Net Revenue

**3,143**

(Rs. Crore)

With EBITDA margin of 11.4% of Net Sales

# Brand Portfolio

Most brands launched in the last fifteen years have been in the premium category



Started the branded IMFL division and launched its first brand **8 PM Whisky**; Became a millionaire brand in first year of launch

After creating brands in high volume regular categories, launched the first product in the semi premium category, **Magic Moments Vodka**

Launched **After Dark**, a premium category whisky

Launched two new flavors of **Magic Moments Verve Vodka**

Launched **Pluton Bay Premium Rum** and **1965 The Spirit of Victory Premium Rum**

Launched **Rampur Indian Single Malt Asava**, World's first whisky finished in Indian red wine casks

Launched **Rampur Indian Single Malt Jugalbandi** and **Trigun**, two more expressions of our Single Malt; **1965 Lemon Dash Rum** and **Magic Moments Vodka Cocktail**



Launched **Old Admiral Brandy** in the regular category; Became one of the leading brands in CSD

Launched **Morpheus Super Premium Brandy**; **Magic Moments** became a millionaire brand

Launched **Magic Moments Verve**, a super premium vodka followed by flavors of Verve

Launched **Rampur Indian Single Malt luxury whisky** and **Regal Talons Semi Deluxe whisky**

Launched **Jaisalmer**, a luxury Indian craft gin, **8PM Premium Black** whisky and **Morpheus Blue** super premium brandy; Also launched **Rampur Indian Single Malt Double Cask** and **Signature Reserve**, the oldest Indian single malt whisky from the house of Rampur Distillery

Launched **Royal Ranthambore Luxury Whisky**, **Magic Moments Dazzle** Luxury Vodka and two flavors of **Magic Moments Verve**


















Launched **Sangam World Malt whisky**

**One of the few companies in India to have developed its entire brand portfolio organically with in house capabilities**

**Seven millionaire brands – 8 PM Whisky, Contessa Rum, Old Admiral Brandy, Magic Moments Vodka, 8 PM Premium Black Whisky, Morpheus Super Premium Brandy and 1965 Spirit of Victory Premium XXX Rum**

# Brand Portfolio

Broad choice for consumers with focus on premium brands

Indicative MRP	Whisky	Rum	Brandy	Vodka	Gin
Luxury > Rs. 4,000					
Semi Luxury Rs. 1,200 – 2,500			 MS: 58%		
Super Premium Rs. 900 – 1,200				 MS: 85%	
Semi-Premium / Premium Rs. 700 – 900	 MS: 6%				
Deluxe / Prestige Rs. 500 – 700		 CSD MS: 17%		 Vodka cocktail RTD	
Regular Rs. 400 – 500	 MS: 20%	 CSD MS: 15%			



# Gin in India

Radico Khaitan has been the pioneer in the field of craft gins in India

## Jaisalmer Indian Craft Gin

- Launched in 2018, Jaisalmer is a triple-distilled neutral grain spirit, re-distilled in a traditional copper pot still, with its recipe handcrafted in a time-honoured way.
- Derived from the ancient Indian knowledge of herbs, retaining the classic gin flavour of juniper berries, a refreshing twist has been added with hand-picked Indian botanicals. Of the 11 botanicals used in the distillation, 7 have been sourced from all four corners of India.
- The Coriander and Vetiver, a complex spice with intriguing peppery notes, are grown in the fields around Jaisalmer in Northern India. The Sweet Orange Peel, which complements the citrus and floral tones of the gin, comes from Central India, the Cubeb Berries and Lemon Grass from Southern India, the Darjeeling Green Tea leaves from Eastern India, and the Lemon Peel from Western India. Other botanicals include Angelica Roots, Licorice and Caraway Seeds, lending a spicy, slightly anise-tinged flavour to the gin.

## Recent Awards

- Gold at San Francisco Award, 2023
- Best Indian Craft Gin at Zee Zest Unlimit Awards, 2023
- Gold Medal for the Best Gin by The Fifty Best New York, 2022
- India Award Winner in Icons of Gin India, 2022
- Gold Medal Winner at Spirits Selection, 2022
- Gold Medal at the Spirits Selection by Concours Mondial, 2022





**JAISALMER**  
INDIAN CRAFT GIN

*a million tales on a*

**GOLDEN**  
CANVAS

The Indian wisdom of ancient herbs, infused with 18 handpicked botanicals including finest quality Juniper Berries, Angelica, Coriander from Jaisalmer, Nagpur Orange Peel, Darjeeling Green Tea, Licorice, Lemongrass, Bay Leaves, Gandharaj Lemon Peel, Saffron, Nutmeg, Cinnamon Bark, Black Pepper & Rose Petals is further enhanced with Gold filtration.

A refreshing burst of Indian summer on your palate.

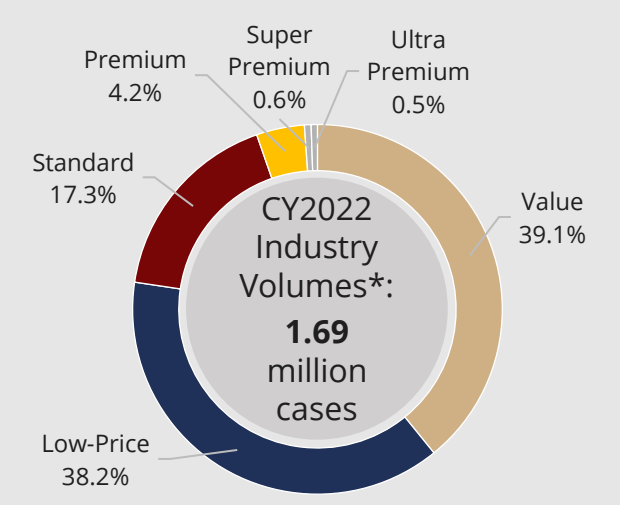
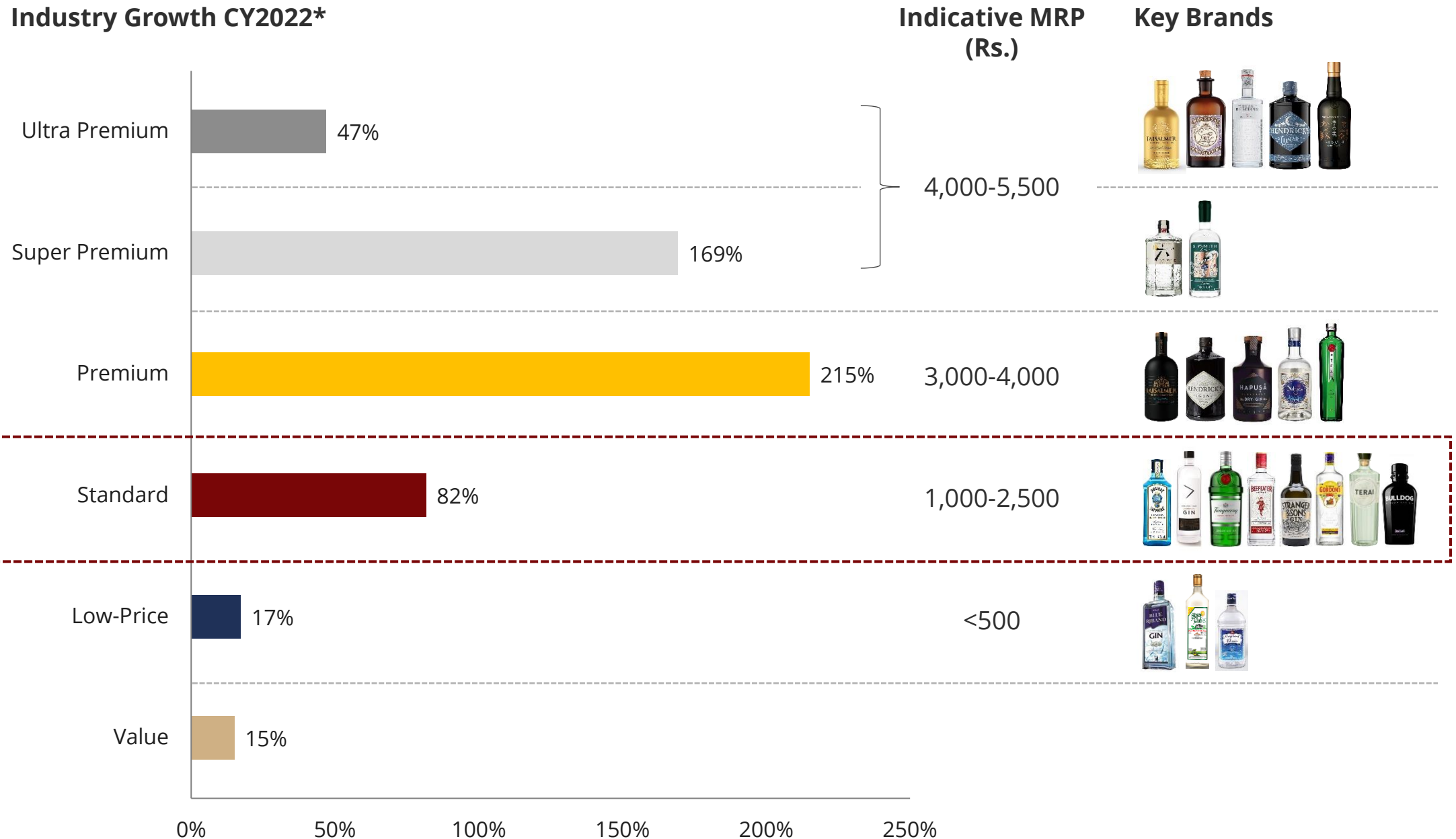


# Gin in India

During CY2022, Premium and Super Premium segment of the industry has grown 3.2x and 2.7x, respectively

- India is at the heart of the global spices trade; Indian craft gin makers capitalized on this heritage with a lot of innovation.
- This is evident from the number of gins launched over the last 2-3 years.
- Flavors and colors are other considerations for differentiation and market reach.
- Radico Khaitan has been a pioneer in the space with the launch of Jaisalmer India Craft Gin in 2018.
- Launch of a new gin further reinforces Radico Khaitan's market positioning.

## Industry Growth CY2022\*



\* Source: IWSR

# Happiness in a Bottle: A Happily Crafted Gin

Reinforces Radico Khaitan's leading market position in the craft gin space with Jaisalmer Indian Craft Gin



- The collection features three enchanting variants: **Joy of Citrus, Joy of Juniper and Joy of Pink.**
- At the heart of these variants lies a carefully curated selection of 15 botanicals, including Juniper, Angelica, and Coriander, chosen meticulously to create a harmonious fusion of flavors and aromas.
- A standout ingredient across all variants is Ashwagandha, a renowned herb celebrated for its vitality and mood-enhancing properties.
- The bottle design itself is a testament to artistic excellence, exuding a visual allure that captivates the eye.
- Adorned with a visually striking design, embellished with unique crystals, enhanced by a canvas textured brush paint designed label, and crowned with a diamond-shaped cap.
- Moreover, each bottle is elegantly accessorized with a neck tag, conveying information about the variants and adding an element of sophistication.
- It will be available in select retail outlets in Rajasthan, Delhi, Haryana, Goa, and Karnataka. Offered in 180 ml and 750 ml SKUs, it is priced at Rs. 500-550 and Rs. 2000-2200, respectively.

# Joy of Citrus

For those seeking a refreshing journey



- **Visual:** Clean and clear.
- **Nose:** Refreshing breeze of fresh and tangy citrus peel from Gandharaj lemon, grapefruit, lemon grass and leaf of lemon grown inside the distillery. Dash of sweet orange compliments the overall freshness. Indigenous Juniper berries from Himalayas along with Juniper berries from Europe brings another dimension to this citrus forward gin. The Indian spices and herbs including Ashwagandha compliments the gin with their sweet, earthy and herbaceous notes.
- **Palate:** On the palate, a deep citrusy feel elevates the mood for mindfulness. Herbaceous sweet notes of other native botanicals including Ashwagandha enhances the depth of this unique bold citrus forward gin.
- **Finish:** Lingering refreshing long citrus finish elevate your happiness quotient.

# Joy of Pink

Visual allure of its enchanting pink hue adding to the overall experience



- **Visual:** Refreshing and colourful twist to your visual pleasure.
- **Nose:** The Pink gin is a classic combination of contemporary flavours from Juniper, coriander and angelica that brings their traditional piney and earthy characters, while pink pepper, pink grapefruits, hibiscus, rose petals and sweet pink fruits enhances the gin profile with a whole new, modern and colourful yet delicately sweet and subtle profile.
- **Palate:** On the palate, the gin is delicately fruity-sweet balanced with subtle floral notes from rose and hibiscus. The soft spiciness from pink pepper, fennel, star anise, vetiver, caraway, cinnamon and Ashwagandha makes it a delightful gin on the palate.
- **Finish:** This delightful pink gin is well balanced and deeply flavoursome with a delicious finish.

# Joy of Juniper

Caters to gin aficionados with its Juniper-forward flavor profile



- **Visual:** Clean and clear.
- **Nose:** Mood elevating aromas of Juniper berries from Europe and native Indian Juniper berries from Himalayas, with a floral hint of rose petals, followed by sweet orange, warm peppery, well complimented by Indian spices and herbs.
- **Palate:** Classic dry gin on the palate with flavours of Juniper, coriander, nutmeg, star-anise, ginger, pepper, caraway and fennel complimenting each other. Ashwagandha and angelica bring depth and add complexity to the gin.
- **Finish:** A fairly long finish brings Juniper from east and west together for an everlasting experience.

# Disclaimer

This presentation 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.

*For further information, please contact:*

**Saket Somani**

*Vice President, Finance & Strategy*

[somanis@radico.co.in](mailto:somanis@radico.co.in)

☎ +91 11 4097 5403







**Radico Khaitan Limited**

(CIN: L26941UP1983PLC027278)

J-I, Block B-I, Mohan Co-operative Industrial Area,  
Mathura Road, New Delhi-110044

Ph.: +91-11-4097 5400/5500

Fax: +91-11-4167 8841/42

[www.radicokhaitan.com](http://www.radicokhaitan.com)