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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
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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 February 06, 2023, regarding Morpheus Brandy entering into the 'Millionaire' club.

Kindly take the same on record.

Thanking You,

Yours faithfully,

**For Radico Khaitan Limited**

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

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**RADICO KHAITAN LIMITED**

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## Radico Khaitan's Morpheus Brandy enters the 'Millionaire' club

The journey to achieve milestones begins when you "Dare to Dream"

**New Delhi, India, February 6, 2023** – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as "Radico Khaitan" or the "Company"), announced today that its brand, Morpheus Super Premium Brandy has joined the millionaire club, making it the 6<sup>th</sup> brand from the Company's portfolio to achieve the million case mark. This also makes it the first brandy in the premium segment to sell over 1 million cases in the industry. Capturing the market within a short span, Morpheus became the market leader by claiming around 60% of market share of the super-premium brandy segment.

Named after the winged Greek god of dreams, Morpheus Super Premium Brandy targets brandy aficionados looking for a more exotic, evolved and euphoric experience. The brand is available in 25 states and being exported to 27 countries. It is also being sold in every CSD store in the country. Following the success of Morpheus XO Brandy, Radico Khaitan also expanded its brandy portfolio with a notch-up variant/brand extension, Morpheus Blue XO Premium Brandy.

Elated with the Company's achievement, Mr. Amar Sinha, COO, Radico Khaitan said, "It is a pleasure to talk about Morpheus brandy, a luxury spirit that has created a niche positioning for itself. This is a testament to the quality of the product and the hard work of our team. Being the first super-premium brand from the house of Radico Khaitan, Morpheus took the Company's premiumization drive to the next level. Whether it is to celebrate a special occasion or to unwind after a long day, Morpheus brandy is the perfect drink to elevate your experience."

To amplify its online presence in the digitally-driven world, the brand on-boarded Nidhhi Agerwal, a popular model and actress, as the brand influencer for Morpheus Brandy with an aim to increase the popularity of the brand among the youngsters and consumers in southern parts of India.

This is not the first time that a Radico Khaitan brand touched the one million mark. Prior to Morpheus Premium XO Brandy, 8PM Whisky, Magic Moments Vodka, Contessa Rum, Old Admiral Brandy and 8 PM Premium Black Whisky have entered the 'Millionaire' brands club.

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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. 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 five millionaire brands which are 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*

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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.