



RKL/SX/2024-25/36

June 18, 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>
--	--

**Sub: Press Release**

Dear Sir / Madam,

Pursuant to 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 June 18, 2024 announcing the internationally acclaimed Rampur Asava Indian Single Malt Whisky to Indian Markets.

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)**

**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-244901 (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 brings internationally acclaimed Rampur Asava Indian Single Malt Whisky to Indian markets.

**Starting with Uttar Pradesh, the Company will expand the product line in Delhi, Chandigarh, Punjab, Uttarakhand, Haryana, Telangana, and Goa throughout the fiscal year.**

**New Delhi, India, June 18, 2024** – Radico Khaitan, one of the largest IMFL companies in India, is all set to bring Rampur Asava Indian Single Malt Whisky to India, after garnering widespread acclaim in major markets worldwide, including the UK, USA, Europe, Dubai, as well as Global Travel Retail.

Initially starting with Uttar Pradesh this June, where Rampur Asava Indian Single Malt Whisky will be priced at Rs. 10000, the Company will expand the launch in other prominent states such as Delhi, Chandigarh, Punjab, Uttarakhand, Haryana, Telangana, and Goa throughout the fiscal year, including introduction in the CSD (Canteen Store Department).

“Our focus on luxury liquor underscores our commitment to delivering unparalleled quality and craftsmanship. We are witnessing a remarkable growth in the acceptance and appreciation of Indian luxury spirits at the global scale. Even consumers in India are increasingly seeking sophisticated experiences, and our premium offerings cater to this evolving palate. This trend not only reflects the changing preferences of Indian consumers but also reinforces our position as pioneers in the industry. With our Rampur Signature Reserve Indian Single Malt Whisky being sold at Rs. 5 lakhs, the launch of Rampur Asava Indian Single Malt Whisky comes at a time of growing demand for Indian single malts. We are confident that Rampur Asava Indian Single Malt Whisky will set a new benchmark in the Indian luxury spirits market, further establishing our legacy of excellence and innovation,” said Mr Abhishek Khaitan, Managing Director of Radico Khaitan.

Crafted by visionary pioneers of legendary spirits, Rampur Asava Indian Single Malt Whisky represents the pinnacle of artisanal craftsmanship and unparalleled quality. This Indian Single Malt Whisky is matured in American Bourbon barrels and then meticulously finished in Indian Cabernet Sauvignon casks, resulting in a unique expression with impeccable balance. It is the first time in single malt history that a whisky has been finished in Indian red wine casks.

The accolades speak volumes about Rampur Asava Indian Single Malt Whisky's exceptional quality and character. Among its numerous awards are the prestigious London Spirits Competition 2024, Bartender's Brand Award 2024, Beverage Testing Institute Awards 2023, Best World Whisky & Double Gold Barleycorn 2023, Top 100 Premium Wine and Spirits Brands of the World by Luxury Lifestyle Awards 2023, The Spirits Business World Whisky Masters 2022, Chilled 100 2022, Fifty Best World Whisky 2022, Whisky Advocate-Top 20 Whiskies of the World 2021, International Spirit Challenge 2021 and New York International Spirit Challenge 2021.

### **Tasting Notes for Rampur Asava:**

Rampur Asava Indian Single Malt Whisky offers distinctive tropical fruity notes, featuring nuanced notes of apricot, blackberry, and plum that create a harmonious aromatic profile. The nose is further enriched with a subtle interplay of tobacco and spices, adding layers of depth to the overall experience. On the palate, this exceptional whisky unfolds with a velvety texture, revealing a manuka honey sweetness complemented by the warmth of spicy oak and vanilla. The use of Indian red wine casks imparts a discernible dryness, contributing to a masterfully balanced flavour that captures the palate.

\*\*\*



# RAMPUR

INDIAN SINGLE MALT WHISKY  
NON-CHILL FILTERED

## ASĀVA

Matured in American Bourbon barrels and meticulously finished in Indian Cabernet Sauvignon casks for the first time in History resulting in a unique expression with an impeccable balance.



### TASTING NOTES

**NOSE:** Typical tropical fruity note of Rampur with added notes of apricot, blackberry & plum followed with a faint hint of tobacco and spices.

**PALATE:** Velvety, manuka honey sweetness highlighted by spicy oak, vanilla and balanced with dryness from Indian red wine.

**FINISH:** The Indian trail lingers with a medium finish.



[facebook.com/RampurSingleMalt](https://www.facebook.com/RampurSingleMalt)

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

[instagram.com/RampurSingleMalt](https://www.instagram.com/RampurSingleMalt)

## 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 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 41 bottling units (5 owned, 28 contract and 8 royalty bottling units) spread across the country. It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 102 countries.

### **Saket Somani**

*Senior Vice President, Finance & Strategy*

[somanis@radico.co.in](mailto:somanis@radico.co.in) | +91 11 4097 5403

---

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.