



RKL/SX/2024-25/77

September 06, 2024

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001 Scrip 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 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 September 06, 2024 announcing that the Company was awarded with Innovation Award for its Sangam World Malt Whisky and Product Launces Award for its Rampur Jugalbandi Series at the prestigious 2024 Just Drinks Excellence Awards.

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

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Radico Khaitan Shines Globally: Dual Wins at Just Drinks Awards Celebrate India's Excellence in Spirits.

Sangam World Malt Whisky won Innovation Award and Rampur Jugalbandi Series secured Product Launches award.

New Delhi, India, September 6, 2024 – Radico Khaitan Limited, one of India's largest Indian-made foreign liquor (IMFL) companies, has once again showcased the nation's prowess on the global stage by winning dual awards at the prestigious **2024 Just Drinks Excellence Awards**. This accolade not only underscores the Company's commitment to excellence but also affirms India's rising stature in the global spirits industry. Time and again, Radico Khaitan has demonstrated its exceptional quality and innovation, reinforcing India's reputation for producing world-class spirits that command respect and admiration internationally.

The Just Drinks Excellence Awards, supported by GlobalData's business intelligence, celebrate the highest levels of achievement and innovation within the global beverages industry. Radico Khaitan's recognition at these awards reflects the Company's exceptional capability to fuse India's deep-rooted cultural heritage with forward-thinking innovation. This accomplishment showcases Radico Khaitan's strategic leadership in crafting products that honour tradition while meeting modern consumer expectations, solidifying its status as a leading force in the global market.

Radico Khaitan was awarded the **Innovation Award** for its Sangam World Malt Whisky, a product that skilfully merges the heritage of Western whisky-making with the intricate traditions of the East. This masterful blend not only pays homage to the art of whisky-making but also introduces a compelling narrative of cultural fusion. Sangam is crafted with meticulous precision, offering a rich, harmonious flavour profile that has captivated discerning palates across the globe. Its unique combination of tropical fruit notes, spices, and a delicate peaty undertone has earned widespread acclaim, making it a symbol of East meets West and a celebration of cultural convergence that resonates with a global audience.

Additionally, Radico Khaitan was honoured with the **Product Launches Award** for its Rampur Jugalbandi Series, which has gained international recognition for its innovative use of Tokaji and Madeira wine cask finishes. These cask finishes, seldom seen in the whisky world, create a novel and complex tasting experience, elevating the global whisky market with flavours deeply rooted in India's rich tradition of craftsmanship. The Jugalbandi concept, inspired by Indian classical music, represents the harmonious blending of diverse flavours, embodying the duet of tradition and innovation that Radico Khaitan is renowned for. Both brands have been warmly embraced on the international stage, a testament to their exceptional quality and the innovative spirit behind their creation.

"There is an undeniable allure to India's rich heritage, and through our spirits, we strive to bring the very essence of India to the world. The success of Sangam World Malt Whisky and the Rampur Jugalbandi Series—both in the hearts of consumers and in prestigious recognitions such as the Just Drinks Excellence Awards—is a testament to the exceptional quality and innovation that define our brands. Winning these two awards is not only a significant honour for Radico Khaitan but also a moment of immense pride for India. Our products, crafted with the finest attention to detail at Rampur Distillery, embody the perfect blend of tradition and modernity. It fills us with great satisfaction to see them celebrated on the global stage," said **Mr. Abhishek Khaitan, Managing Director, Radico Khaitan**.

Radico Khaitan's success at the Just Drinks Excellence Awards is a matter of national pride, showcasing India's capability to produce world-class spirits that compete and triumph on the global stage.

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 43 bottling units (5 owned, 29 contract and 9 royalty bottling units). It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 102 countries.

Saket Somani

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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.
