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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 October 21, 2022 issued by the Company, regarding the launch of its low alcohol ready to drink beverage - “**Magic Moments Vodka Cocktails**”.

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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CIN No-L26941UP1983PLC027276

**This festive season, Radico Khaitan announces the launch of “Magic Moments Vodka Cocktails” Low-Alcohol Beverage (LABs), a line of refreshing Ready-to-drink (RTD) cocktails**

**New Delhi, India, October 21, 2022** – With the increase in the experimental and experiential approach of consumers, the RTD category has seen exponential growth in global consumption in the last couple of years. To capitalise upon the growing trend, Radico Khaitan, maker of the highest-selling Vodka Magic Moments in the country, has introduced its low alcohol RTD cocktail mixes under the umbrella of the Magic Moments called Magic Moments Vodka Cocktails. Made with a vodka base with 4.8% alcohol content, Magic Moments Vodka Cocktail range comes in cans packaging with a refreshing look and feel to embody the spirit of relaxed, at-home and outdoor occasions.

Priced ranging between Rs. 200-Rs. 250, Magic Moments Vodka Cocktails will be available in three stimulating flavours - Cosmopolitan, Cola, and Mojito. A host of vibrant flavours will be added to this range in near future. The brand is available in Karnataka to begin with and will expand its footprint to Goa, Maharashtra, and Daman & Diu in the near term.

Sharing views on the timing of the entry into the market, Mr. Amar Sinha, Chief Operating Officer of Radico Khaitan Limited, said, “Being one of the oldest IMFL companies in the country plays to our advantage in terms of R&D and consumer feedback in the industry. The inclination of our consumers towards the ready-to-drink products and cocktail culture in the on-trade market gave us an insight into the changing consumer preferences. Magic Moments Vodka Cocktail comes forward as a solution to bridge the gap between the urge to experiment and the desire to experience your drink comfortably at home or on the go.”

“Traditionally, cocktails were made of Vodka. Magic Moments Vodka Cocktails are the only cocktails available in the RTD market that keeps Vodka as the base alcohol content. With this launch, we are also filling the gap in the low alcohol RTD category where vodka-based cocktails were missing. We are elated to bring the traditional ingredients for cocktails back into vogue but with a twist.” He highlighted.

People who do not consume liquor are also enthusiastic about trying this new alcobev variant in the market. A fairly new market, RTDs are fast catching up with the momentum, and Radico Khaitan, the name to reckon with in the Alcohol industry, is confident of capturing a large pie of the market in India.

Mr. Sinha also pointed out that “The festive season has always been a great time to introduce new products in the market. The social gathering, events, festivals, and wedding season would result in higher consumption and demand in the coming months. Since the COVID outbreak did not let customers indulge in festivities for the last two years, this year, the festive season looks very promising. We think there could not have been any better time to introduce Vodka Cocktails RTDs in the market.”

The launch is also driven by the increased Vodka consumption and preference for Vodka in cocktails. After the pandemic, the Company has been aggressively pursuing premiumization goals and providing new experiences to consumers. Launching Royal Ranthambore Heritage Collection Whisky and Magic Moments Dazzle during the festive season last year was one way for Radico Khaitan to address the evolving consumer demands and has reaped fruitful results.



## 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.