



RKL/SX/2024-25/32

June 07, 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>
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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 June 07, 2024 announcing “Mera Cricket” anthem to ignite high spirits in T20 Men’s World Cup 2024.

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**

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**RADICO KHAITAN LIMITED**

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CIN No.: L26941UP1983PLC027278

**Radico Khaitan presents 'Mera Cricket' anthem to ignite high spirits in T20 Men's World Cup 2024.**

- **'Mera Cricket' marks the singing debut of cricket legend, Harbhajan Singh.**
- **The song is a musical celebration of cricket's universal appeal and its ability to unite people.**
- **The song will be released on June 8 on Hitz Music YouTube Channel and across all major audio streaming platforms.**

**New Delhi, India, June 7<sup>th</sup>, 2024** – Radico Khaitan Limited ("Radico Khaitan" or the Company), one of the largest IMFL companies in India, is thrilled to ignite the cricket fervour worldwide by presenting 'MERA CRICKET,' an electrifying anthem dedicated to the T20 Men's World Cup 2024. This anthem is a gift from Radico and Hitz Music to cricket fans across the globe, capturing the unparalleled passion and excitement that cricket inspires.

Marking the singing debut of cricket legend Harbhajan Singh, 'Mera Cricket' is a musical celebration of cricket's universal appeal and its ability to unite people. The song also features legendary cricket icons like Kapil Dev, Sunil Gavaskar, Navjot Singh Sidhu, Virender Sehwag, Anil Kumble, Mithali Raj, Aaron Finch, Sreesanth, Vivek Razdan, and Aakash Chopra. Written by the talented Padamjeet Sehrawat, with music composed by Sehrawat and Kamal Joshi, this anthem promises to resonate deeply with cricket enthusiasts.

"We are immensely proud to present 'Mera Cricket,' a heartfelt tribute to the game that celebrates the joy and shared passion it brings to millions. At Radico Khaitan, we strive to honor cricket's unifying spirit through this musical journey. As advocates for both music and sports, we appreciate the common synergy between these universal languages, which have the extraordinary ability to unite people globally. 'Mera Cricket' symbolises our commitment to this vision, and we're excited to share this celebration with cricket fans worldwide," shared Mr. Abhishek Khaitan, Managing Director of Radico Khaitan Limited.

Released under the Hitz Music label, this unique collaboration promises an unforgettable listening experience. Cricket fans across the globe can immerse themselves in the anthem, enhancing their sports spirit, starting June 8, 2024, on the Hitz Music YouTube Channel and across all major audio streaming platforms.

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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 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*

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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.