



RKL/SX/2022-23/102

March 20, 2023

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 March 20, 2023, regarding unveiling of Radico's newest whisky - **Sangam World Malt Whisky**.

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 Unveils Sangam World Malt Whisky at ProWein

A convergence of the rich traditions of the East and the expertise of the West in the art of whisky making

New Delhi, India, March 20, 2023 – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as “Radico Khaitan” or the “Company”), announced the unveiling of their newest whisky from Rampur Distillery, Sangam World Malt Whisky at ProWein 2023 in Düsseldorf. Sangam World Malt Whisky will be launched in the USA, at a retail price of \$64.99 to \$69.99 for a 70cl bottle and also in the EU, UK, Singapore, Australia and Travel Retail with shipments starting from April 2023.

Sangam, a name derived from the Hindi word for "confluence," evokes the image of two powerful rivers merging to form something greater than the sum of their parts. “Just like the rivers that flow from different directions, Sangam World Malt Whisky represents the convergence of the rich traditions of the East and the expertise of the West in the art of whisky-making,” says Sanjeev Banga, President of International Business at Radico Khaitan. He adds: “It marks a significant milestone in the history of Radico Khaitan as we proudly announce the launch of Sangam World Malt Whisky. This exceptional blend has been crafted with utmost care and precision, using the finest whiskies from around the world.”

Sangam World Malt Whisky combines the finest malts sourced from traditional European origins as well as from the New World, weaving a tapestry of nuanced flavours and creating a harmony that is both delicate and refined. Every drop of this whisky is crafted with the utmost care, using only the finest malts, which are artfully blended to bring out the whiskies’ rich and complex flavours.

“Sangam World Malt Whisky represents our commitment to excellence and our dedication to delivering only the highest quality spirits to our customers. We have worked tirelessly to create a product that not only meets but exceeds the expectations of whisky lovers around the globe.”

“Our team of experts has spent countless hours perfecting the blend, ensuring that every sip of Sangam World Malt Whisky is a truly unforgettable experience. From the aroma to the finish, every aspect of this whisky has been carefully crafted to deliver a smooth, rich, and indulgent taste.”

“We are confident that Sangam World Malt Whisky will become a favourite among whisky connoisseurs worldwide and joins the other expressions from Rampur Distillery including Rampur Indian Single Malt Whiskies and Jaisalmer Indian Craft Gins” says Sanjeev Banga.

Sangam Tasting Notes:

Nose: Right from the start, Sangam offers a hint of tropical fruits such as lychee, green apple, pears and apricot, followed by delicate notes of citrus and floral tones of rose and heather. The sweet aroma of honey, vanilla, and caramel toffee perfectly complement the spices of cinnamon and nutmeg. Subtle hints of salty and peat smoke embrace the senses without being overpowering.

Palate: The palate offers a complex and creamy depth of fruity aromas that is perfectly balanced with delicate peaty and salty notes. The peat smoke gradually transitions to reveal an interplay of spices such as cinnamon, nutmeg, and oaky vanilla, with a hint of honey and wine-like texture.

Finish: The finish is pleasantly long, leaving a lingering sensation on the palate, further enhancing the taste and aroma.

SANGAM

A beautiful harmony

WORLD MALT WHISKY

NON-CHILL FILTERED

**A MÉLANGE OF MALTS
MASTERFULLY WEAVED TOGETHER
CRAFTING AN EXCEPTIONAL
EXPERIENCE.**

NOSE

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FINISH

The finish is pleasantly long, leaving a lingering sensation on the palate, further enhancing the taste and aroma. Truly a confluence of cultures, flavors, and traditions on your palate.



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 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 six millionaire brands which are Morpheus Premium Brandy, 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.

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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.