



RKL/SX/2022-23/104
March 27, 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
--	--

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 27, 2023, regarding Radico's rum – **1965 Spirit of Victory** becoming 7th brand to join the 'Millionaire' club

Kindly take the same on record.

Thanking You,

Yours faithfully,

For Radico Khaitan Limited

(Dinesh Kumar Gupta)
Vice President – Legal &
Company Secretary

Email Id: 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-44901 (UP.)

Phones: 0595-2350601/2, 2351703 Fax: 0595-2350008

E-mail: info@radico.co.in, website: www.radicokhaitan.com

CIN No-L26941UP1983PLC027278

Radico Khaitan's 1965 Spirit of Victory Rum becomes 7th brand to join the 'Millionaire' club

New Delhi, India, March 27, 2023 – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as “Radico Khaitan” or the “Company”), announced today that 1965 Spirit of Victory rum joins the millionaire club becoming the Company's 7th brand to achieve the million case mark. The premium rum brand has two variants - 1965 Spirit of Victory Premium XXX Rum and 1965 Spirit of Victory Lemon Dash.

Radico Khaitan launched 1965 Spirit of Victory rum in 2017 for the Canteen Stores Department (CSD) as a tribute to the brave soldiers who were a part of the 1965 Indo-Pak war. Seeing an overwhelming response to the brand, it was further introduced to the domestic market for all the rum lovers across the country.

The Company added Lemon Dash as a brand extension to the 1965 Spirit of Victory rum in 2022 - venturing into the flavoured white rum category. Both the variants of 1965 Spirit of Victory rum have been widely loved by the rum aficionados, which has contributed to the brand selling over a million cases in a short span. 1965 Spirit of Victory Premium XXX rum has garnered love from rum connoisseurs across 12 states in India since launch and is all set to spread its footprints in other states.

Lemon Dash, on the other hand, is a popular white rum option among youngsters. It has a refreshing taste with a mix of spices and the flavours of lemon. This flavoured rum of the brand is available in Uttar Pradesh, Odisha and Jharkhand, and will expand further in the near future.

Elated with the Company's achievement, Mr. Amar Sinha, COO, Radico Khaitan said, “This is the second brand to touch the million case mark in FY2023. Two of our brands crossing a million cases mark within 2 months is a testimony to the quality of our products and the hard work of our team.”

“We have always been eager to offer the best to our consumers. Being one of the leaders in the alcohol industry, we always keep in mind the changing consumer preferences and demands. 1965 Spirit of Victory rum was also a result of the ‘premiumisation’ trend in the country and people looking for a more luxurious experience. Similarly, in the case of Lemon Dash, we observed how youngsters are becoming more open to experiments and opting for white spirits to try new cocktails, and that is how we added the flavoured white rum in our portfolio,” he added.

Behind the success of the brand is also a marketing campaign launched by Radico Khaitan in an attempt to make the youth of the country aware of our warriors' noble acts of patriotism. '1971 War Chronicles' - a video series was launched in December 2021 to mark 50 years of the India-Pakistan war. This 5-episode animated video series honours and celebrates the lesser-known gallant stories of brave Indian warriors. The brand also created a similar animated video series on the '1965 War Chronicles' to pay tribute to raise awareness about lesser-known facts of the war and the sacrifices made by our soldiers. In continuation of creating the gripping video content to engage with the audiences, recently, the Company released a series called the 'Battlefield Dossier' to celebrate the experiences of a number of war veterans.

Prior to 1965 Spirit of Victory Rum, Morpheus Premium XO Brandy, 8 PM Premium Black Whisky, Magic Moments Vodka, Contessa XXX Rum, Old Admiral Brandy and 8 PM Whisky entered the 'Millionaire' brands club.



SPIRIT OF VICTORY

**A MILLION CHEERS
FOR THE SPIRIT OF VICTORY**

**1
MILLION+
CASES SOLD**
FOR THE FY 2022-23

1965
SPIRIT OF VICTORY
PREMIUM XXX
MATURED RUM THAT IMPARTS SOFT
TIPS OF DARK FRUITS, CHOCOLATE &

1965
Lemon Dash
PREMIUM
FLAVOURED RUM
BLEND OF AN ULTRA SMOOTH RUM WITH
FRESHING TRICE OF TANGY LEMONS

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 seven millionaire brands which are 1965 Spirit of Victory Rum, Morpheus Premium XO Brandy, 8 PM Whisky, Magic Moments Vodka, Contessa XXX Rum, Old Admiral Brandy and 8 PM Premium Black Whisky. 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

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.