

RKL/SX/2024-25/111

December 13, 2024

**BSE Ltd.**

Phiroze Jeejeeboy Towers  
Dalal Street  
Mumbai - 400001

**Scrip Code: 532497**

**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 - 400051

**Scrip code: RADICO**

**Subject: Press Release**

**Ref: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations")**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith a copy of the Press Release titled "Radico's after Dark Whisky becomes the 8<sup>th</sup> Brand to join the millionaire's club" dated December 13, 2024, issued by the Company.

The copy of the press release is being disseminated on Company's website at <http://www.radicokhaitan.com/investor-relations/>

Kindly take the same on records.

Thanking You,

For **Radico Khaitan Limited**

**Dinesh Kumar Gupta**

**Senior VP - Legal & Company Secretary**

Email Id: [investor@radico.co.in](mailto: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-244901 (UP.)

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

E-mail: [info@radico.co.in](mailto:info@radico.co.in), website: [www.radicokhaitan.com](http://www.radicokhaitan.com)

CIN No.: L26941UP1983PLC027278

**Radico's after Dark Whisky becomes the 8<sup>th</sup> Brand to join the millionaire's club**

**New Delhi, India, December 13, 2024** – Radico Khaitan Ltd., one of India's oldest and largest IMFL companies (referred to as "Radico Khaitan" or the "Company"), proudly celebrates a remarkable achievement as its flagship brand, After Dark Whisky, surpasses the momentous milestone of one million cases in November 2024. This triumph reflects the brand's unwavering rise to prominence, captivating whisky connoisseurs and discerning drinkers alike since its debut in 2011.

From the very first sip, After Dark Whisky has enchanted the senses with its flawless craftsmanship. After Dark is an exquisite blend of imported scotch and Indian grain spirit. It is crafted and packaged for a never-ending celebration of the brand's decade old legacy. Every bottle tells a story of unparalleled quality, artistry, and the pursuit of perfection, offering a taste experience that echoes the timeless elegance of whisky.

The brand's story took an exciting turn in 2022 with the launch of After Dark Blue Whisky, an enticing new variant designed to captivate the spirit of the younger generation. Infused with pure grain spirit and the finest scotch malts, After Dark Blue offers a tantalizing smoothness that appeals to the bold and adventurous. Its vibrant, contemporary design has quickly earned the admiration of those who seek both sophistication and innovation in their whisky experience.

Reaching the milestone of 1 million cases is not just a reflection of After Dark's growing popularity—it is a testament to the craftsmanship and dedication that lies at the heart of Radico Khaitan. After Dark Whisky is the 8th brand to enter the millionaires club, following the footsteps of brands such as Magic Moments Vodka, 8 PM Whisky, 8 PM Premium Black Whisky, Spirit of Victory 1965 Rum, Morpheus Brandy, Old Admiral Brandy and Contessa Rum.

**Abhishek Khaitan, Managing Director of Radico Khaitan**, commented on this incredible feat: *"Surpassing the milestone of 1 million cases is a moment of immense pride for us. Last year, the brand grew by 50% and we are witnessing an exponential 80% growth till November of FY2025. After Dark stands tall in the Deluxe whisky category which has been the largest of the whisky segments in India and we are eagerly looking forward to continuing this journey and extending the After Dark legacy to new horizons. This success reflects the dedication and passion of our team, as well as the loyalty of our consumers who have embraced our brand."*

As After Dark Whisky continues to enchant the world with its elegance, Radico Khaitan remains dedicated to shaping the future of whisky, bringing to life creations that evoke passion, sophistication, and the magic of extraordinary experiences.

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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 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.

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**Saket Somani**

*Senior Vice President, Finance & Strategy*

[somanis@radico.co.in](mailto:somanis@radico.co.in) | +91 11 4097 5403

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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.

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