



RKL/SX/2023-24/95  
November 23, 2023

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 the 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 November 23, 2023, regarding the launch of Magic Moments Remix Pink Vodka to cater to the growing demand of the coloured and flavoured beverage alcohol category.

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**

**Email Id: [investor@radico.co.in](mailto:investor@radico.co.in)**

**Encl. as above**

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## Radico Khaitan Launches a Unique Pink Vodka to Cater to the Growing Demand of the Coloured and Flavoured Category

It is a significant addition to the Magic Moments family of vodkas

**New Delhi, India, November 23, 2023** – Radico Khaitan Limited, one of the largest IMFL companies in India (referred to as “Radico Khaitan” or the “Company”), announced the launch of Magic Moments Remix Pink Vodka, strategically positioned to cater to the growing demand of the coloured and flavoured beverage alcohol category. Positioned in the premium segment a cut above Magic Moments Remix flavours, it will be initially launched in UP, Rajasthan and Assam, and expanded to PAN India over the next 2-3 quarters.

Magic Moments Vodka portfolio (which includes Magic Moments Remix series, Magic Moments Verve range of products, Magic Moments Dazzle and Magic Moments Vodka Cocktails), a flagship brand for Radico Khaitan, has consistently been positioned as a trusted and popular choice within India's premium vodka market through its range of innovative flavours. Achieving a sales milestone of five million cases in FY2023 underscores the brand's commitment to providing high-quality vodka tailored to the diverse preferences of the Indian consumer. The brand currently enjoys a 60% market share in the entire vodka category (across domestic and international brands) with over 20 variants.

The introduction of Magic Moments Remix Pink Vodka marks a significant step forward in the Magic Moments Vodka portfolio, strategically addressing the growing demand for coloured vodka. Crafted with 100% natural flavours of black mulberry, elderflower and raspberry, the variant promises a nuanced taste experience, appealing to a broad consumer base.

Commenting on the new launch, Mr. Amar Sinha, Chief Operating Officer at Radico Khaitan, said, "The launch of Magic Moments Vodka was our response to the increasing premiumization trend in the Indian liquor industry way back in 2006 when Vodka was not really a household drink. We are pioneers of this category in the country and have been consistently following the tradition of bringing the most innovative and exciting variants to our consumers year after year. Magic Moments today is the 7<sup>th</sup> largest Vodka globally. The addition of Magic Moments Remix Pink Vodka is a direct response to the positive reception of Magic Moments Verve Cranberry Tease vodka, reflecting our commitment to offering innovative flavours. We are excited to present a vodka that not only upholds the highest quality standards but also delivers a distinct and enchanting taste experience."

Differentiating itself not just through product quality but also through thoughtful packaging, Magic Moments Remix Pink Vodka comes in an elegant, transparent bottle showcasing its vibrant pink colour. This intentional visual appeal positions it as a premium and visually appealing choice for consumers seeking both aesthetics and flavour.

Available in three sizes (750 ml, 375 ml and 180 ml) Magic Moments Pink Vodka is designed to be a versatile choice for various occasions, providing a touch of sophistication to both grand and intimate celebrations. Through the launch of Magic Moments Remix Pink Vodka, Radico Khaitan aims to strengthen its market leadership by offering a sophisticated yet accessible product to consumers. This addition to the Remix Series is expected to redefine the vodka experience, making a lasting impact in the competitive spirits industry.

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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 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, Royal Ranthambore Heritage Collection-Royal Crafted Whisky, 1965 The Spirit of Victory Premium XXX Rum, 1965 The Spirit of Victory Lemon Dash Premium Flavored Rum, 8PM Premium Black Whisky and 8PM Whisky. Currently, the Company has seven millionaire brands which are Morpheus Super Premium Brandy, 1965 Spirit of Victory Premium Rum, 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 327 million litres and operates 41 bottling units (5 owned, 28 contract and 8 royalty bottling units) spread across the country.

**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.

