



RKL/SX/2024-25/28

May 27, 2024

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai – 400 001 Scrip Code: 532497	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051 Symbol: RADICO
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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 May 27, 2024, announcing the sale of 1 Million cases of Morpheus Brandy, the Largest Selling Premium Brandy of India, in consecutive two years.

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

Encl. as above

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Morpheus Brandy, the Largest Selling Premium Brandy of India, sells 1 Million cases in consecutive two years.

With an impressive 64% share of India's premium brandy market, Morpheus is the first brandy to become a national brand, with availability in 25 states.

Delhi, India, May 27th, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of the largest IMFL companies in India, proudly announces that Morpheus Brandy has achieved sales of 1 Million cases for consecutive years. Named after the Greek God of dreams, Morpheus Brandy stands as a leader in the industry and the first premium brandy to reach this milestone. With the ‘Dare to Dream’ spirit, Morpheus Brandy has captured an impressive 64% share of the premium brandy market in India, further solidifying this remarkable achievement.

Crafted with meticulous attention to detail and an unwavering commitment to excellence, Morpheus Brandy has captured the imagination of brandy enthusiasts worldwide, redefining the drinking experience with an exotic, evolved, and euphoric journey that sets new benchmarks in the spirits industry. Building on the success of Morpheus XO Brandy, Radico Khaitan further expanded its brandy portfolio with a more premium extension, Morpheus Blue XO Premium Brandy.

“Being Radico Khaitan’s first brand in the premium segment, Morpheus Brandy has not only achieved remarkable success but also established itself as a trailblazer in the industry. Although Morpheus largely sells in the Southern states, it was always our vision to make it a national brand. With presence across 25 states, the dream has been realized as it is the first brandy to become a truly national brand. This milestone is a testament to our unwavering commitment to excellence and the enduring trust of our consumers,” stated Mr. Abhishek Khaitan, Managing Director, Radico Khaitan Limited.

“Morpheus Brandy embodies the ‘Dare to Dream’ spirit, and we are dedicated to upholding this legacy of excellence by continuously pushing boundaries and delivering exceptional experiences. Whether it's celebrating a special occasion or unwinding after a long day, Morpheus Brandy offers a perfect blend to elevate your experience and create unforgettable moments”, he added.

Being exported to 27 countries, Morpheus has made its mark worldwide. Its unique bottle, inspired by an inverted Goblet Glass, makes each bottle a masterpiece, accompanied by a premium packaging. The blend is crafted with aged eau-de-vie from grapes, offering a richly layered, sterling XO blended brandy experience.

Accolades such as multiple Monde Selection Awards and other industry awards validate Morpheus Brandy's leadership, both globally and locally. Its enduring appeal and exceptional quality make it a symbol of perfection and embodies the essence of ‘Dare to Dream’. The brand's strategic marketing and consumer-centric packaging, highlighted by limited edition ‘Festive Packs,’ played a pivotal role in achieving the milestone of selling 1 Million cases for two consecutive years. Furthermore, through strategic partnerships with popular events like Devils Circuit, Lallantop Adda & India Women’s Summit, Morpheus Brandy reinforces its philosophy of ‘Dare to Dream’, encouraging individuals to embrace challenges with courage and determination.

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 Rampur Indian Single Malt Whiskies, Sangam World Malt Whisky, 1999 The Spirit of Victory 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.

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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.