



RKL/SX/2024-25/54

July 17, 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 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 July 17, 2024 announcing the launch of ‘Sangam World Malt Whisky’ in Indian Markets.

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

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Globally acclaimed Rampur Distillery's Sangam World Malt Whisky makes its grand entry to the Indian shores.

The recent gold medal recipient at the John Barleycorn Awards 2024 will be available across India.

New Delhi, India, July 17, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of India’s largest IMFL companies, is thrilled to introduce the award-winning Sangam World Malt Whisky to the Indian market. Launched just a year ago, Sangam has already garnered international acclaims, and its arrival in India marks a significant milestone in its remarkable journey. Whisky enthusiasts across the country eagerly await the debut of this celebrated whisky, renowned for its outstanding quality and numerous prestigious awards.

Rampur Distillery's Sangam World Malt Whisky has swiftly risen to prominence, clinching a gold medal at the John Barleycorn Awards and at the Beverage Tasting Institute, BTI Luxury Spirits Award 2023, both hosted in the United States of America.

The newest edition of the World Malt Whisky in the Radico portfolio ‘Sangam’ is derived from the Hindi word meaning "confluence," which symbolises the seamless blend of Eastern tradition and Western whisky-making expertise. Praised globally, Sangam is renowned for its meticulous fusion of premium malts sourced from Europe and the New World. Its nuanced flavours and smooth finish have captivated whisky connoisseurs worldwide, reinforcing Radico Khaitan’s reputation for excellence.

Mr. Abhishek Khaitan, Managing Director of Radico Khaitan, shared his excitement about Sangam World Malt Whisky's homecoming: “It's been incredibly rewarding to see Sangam World Malt Whisky from the House of Rampur make such a strong impression on the international stage by winning prestigious awards at the global stage, which speaks volumes about its quality and appeal. As an Indian company, it's a proud moment for us to have our product recognised globally, and now, we are excited for whisky connoisseurs here at home to experience the best of Eastern tradition and Western whisky-making expertise. This launch is a testament to our commitment to delivering world-class products that showcase the richness of Indian craftsmanship with a global touch.”

Sangam Whisky entices with aromas of tropical fruits like lychee and green apple, combined with floral notes of rose and heather. Hints of citrus, caramel, cinnamon, and nutmeg add depth. On the palate, it offers creamy textures and fruity complexities, balanced with subtle peaty undertones. Flavours of cinnamon, nutmeg, and oaky vanilla emerge, accented by honey and a wine-like essence. The finish is long-lasting, showcasing a harmonious fusion of cultures, flavours, and traditions.

Sangam Whisky will be available in 750ml bottles, priced between INR 4,000 to INR 7,500, tailored to varying state excise structures. It will be accessible through select retailers and establishments across India, inviting whisky aficionados to rediscover Radico Khaitan's legacy of excellence.

SANGAM

A beautiful harmony

WORLD MALT WHISKY

NON-CHILL FILTERED

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

NOSE

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 overpowering the experience.

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 depth 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. 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 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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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.
