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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 February 06, 2024, announcing the launch of 'Spirit of Victory 1999 Pure Malt Whisky'.

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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Radico Khaitan Expands its Luxury Portfolio with the Launch of 'Spirit of Victory 1999 Pure Malt Whisky'

- The launch reiterates Radico Khaitan's premiumization strategy as well as its commitment to the welfare of society.
- On every bottle sold, the Company has pledged to contribute a part of the revenue earned to the welfare funds of the Indian Armed Forces.
- It coincides with the 25th anniversary of the Kargil War.
- This luxury brand has been launched at the price point of Rs. 5,000.

New Delhi, India, February 6, 2024 – Radico Khaitan Limited ("Radico Khaitan" or the Company), one of the largest liquor companies in India, has proudly introduced the Spirit of Victory 1999 Pure Malt Whisky, a heartfelt tribute to the valiant soldiers of the 1999 Kargil War under the umbrella of "Spirit of Victory" range of brands. This significant launch continues the success of its forerunners, the 1965 The Spirit of Victory Premium XXX Rum and the 1965 Spirit of Victory Lemon Dash. Each product in this line is crafted with meticulous attention to quality and embodies a profound sense of national pride. With this launch, the Company also capitalizes on the emerging Pure Malt whisky category.

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With an initial release in Uttar Pradesh and Haryana, followed by expansion to other states, Radico Khaitan aims to share this meaningful tribute widely, at the price point of Rs. 5,000.

Amar Sinha, Chief Operating Officer, Radico Khaitan, expressed his excitement about the new product, saying, "The Spirit of Victory 1999 Pure Malt Whisky is both a tribute to our courageous soldiers and a testament to our brand creation capabilities which already includes iconic brands like Rampur Indian Single Malt, Sangam World Malt as well as Royal Ranthambore Heritage Collection Whiskies. This product is more than just a new chapter; it's a heartfelt acknowledgment of the indomitable spirit that binds our nation. We are a proud Indian company and are committed to producing exceptional spirits that also celebrate the bravery, sacrifices, and shared destiny that define our Spirit of Victory brand."

What is a Pure Malt Whisky?

A Pure Malt, also known as a blended malt, is a type of whisky crafted by blending various single malts distilled twice in traditional pot stills. These single malts undergo maturation in oak barrels. Each distillery contributes a distinct flavor profile influenced by factors such as geographical location, raw materials, production process, and the characteristics of the barrels used. We embark on a global journey to assess and select diverse styles of single malts. These carefully chosen single malts are then blended with our Indian single malt to create the exceptional Spirit of Victory 1999 Pure Malt.

About Spirit of Victory Range of Products:

The Spirit of Victory range from Radico Khaitan stands as a series of products that pay homage to the victory of the three significant Indo-Pak wars, including those of 1965, the 1999 Kargil War, and the 1971 war. Radico Khaitan has consistently demonstrated its commitment to supporting and honoring those who defend our nation against adversaries. The product lineup in this range encompasses the 1965 Spirit of Victory Rum, the 1965 Spirit of Victory Lemon Dash Rum, and the latest addition, the Spirit of Victory 1999 Pure Malt. The entire range is built on 4 pillars such as Brotherhood, Courage, Valor and Glory.

About 1965 Spirit of Victory Rum:

Since its inception in 2017 with the 1965 Spirit of Victory Premium XXX Rum, the Spirit of Victory brand has resonated strongly in the premium dark rum segment. This was followed by the 1965 Spirit of Victory Lemon Dash Premium Flavoured Rum in 2020. In the fiscal year 2022-23, the 1965 Spirit of Victory brand, with its dark and white rum variants, reached a significant milestone by surpassing 1 million cases in annual sales, further establishing its market dominance. Traditionally viewed as an affordable and widely consumed drink, rum underwent a transformative shift in the premium segment with the introduction of 1965 Spirit of Victory Rum. This exceptional spirit defied stereotypes, establishing itself as a flourishing contender in the premium category.

Radico Khaitan's 1965 Spirit of Victory Premium XXX Rum has consistently achieved acclaim, winning Gold Quality Awards at the Global Monde Selection Awards for six straight years (2018-2023). This accolade underscores the company's role as not just a producer of fine spirits but also a preserver of our collective history and heritage.

The Company's marketing strategies have been pivotal in its success, focusing on educating the youth about our warriors' acts of patriotism. In December 2021, Radico Khaitan released the '1971 War Chronicles,' a 5-episode animated series commemorating 50 years since the India-Pakistan war. Alongside this, the '1965 War Chronicles' series honors the sacrifices of the 1965 war heroes. The 'Battlefield Dossier' series, launched in November 2021, further captures the heroic stories of Indian Armed Forces, available on the "Spirit of Victory" YouTube channel. The Company plans to continue this series with another season soon.

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, Rampur Indian Single Malt Whisky, Royal Ranthambore Heritage Collection-Royal Crafted Whisky, Sangam World Malt Whisky, 1965 The Spirit of Victory Premium XXX Rum, 1965 The Spirit of Victory Lemon Dash Premium Flavored Rum, Happiness in a Bottle: A Happily Crafted Gin, Magic Moments Remix Pink Vodka, 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, one in Sitapur and one in 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.



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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.