



RKL/SX/2024-25/56

July 19, 2024

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 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 19, 2024 announcing the Radico coming onboard as the Official Partner for the first India House at the Paris 2024 Olympics.

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**

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**RADICO KHAITAN LIMITED**

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*Radico*  
SPIRIT OF EXCELLENCE

## **Radico Khaitan comes onboard as the Official Partner for the first India House at The Paris 2024 Olympics**

*The partnership aims to ignite the winning spirit for India*

**Mumbai, July 19, 2024:** India House, the inaugural country house for the nation at the Paris 2024 Olympic Games, announces Radico Khaitan as the Official Partner.

India House will serve as a home away from home for athletes as well as fans, commemorating 100 years since India first competed at the Olympic Games under the Indian Olympic Association (IOA) in 1920.

Radico Khaitan's alliance with India House reaffirms the Company's deep-rooted commitment to India's growth and its vision to showcase the nation's rich heritage and luxurious culture to the global audience. With a surge in sporting enthusiasm across India, it becomes imperative to empower our athletes and celebrate their success wherever they compete. Radico Khaitan is dedicated to boosting national morale at the Olympics and championing our athletes on the grand global stage. Through its contributions to India House, Radico Khaitan aims to spotlight India's opulence, culture, and legacy, fostering solidarity and pride among Indians worldwide in support of Team India.

**India House Spokesperson said,** "We are delighted to welcome Radico Khaitan as the official partner for the inaugural India House. This collaboration marks an exciting chapter, as we bring our visitors a unique and elevated experience. We look forward to creating unforgettable moments to celebrate this special occasion."

**Mr. Abhishek Khaitan, Managing Director of Radico Khaitan, expressed his enthusiasm for the collaboration, stating,** "Radico Khaitan is honored to partner with India House at the Paris 2024 Olympic Games. This collaboration is a tribute to India's vibrant cultural heritage and dynamic sporting spirit on the global stage. Our commitment to Team India and our meticulously crafted products from our homeland evokes a deep sense of pride and connection for every Indian, regardless of their location. As we elevate national spirit in the Olympic host country, Radico Khaitan proudly stands behind our athletes on this prestigious international platform. Through our exclusive offerings at the India House, we aim to showcase the richness, culture, and legacy of our nation, uniting Indians worldwide in steadfast support for Team India."

As the official partner for the India House, Radico Khaitan will enhance the experience for all visitors, celebrating the essence of India.

India House tickets are available to purchase online on <https://tickets.myindiahouse.in/>; For more information, check out the [India House website](#) and follow us on [Instagram](#) and [Snapchat](#)

### **India House – Celebrating India at the Paris Olympics 2024**

Tickets available for purchase [here](#)

India House, (*situated in the iconic Parc de la Villette*), during the Paris Olympics 2024 represents a historic milestone as the first-ever India House in the history of the Olympic Games offering an immersive experience in Indian culture, arts, sports, technology, and gastronomy. It provides a unique and comprehensive showcase of

India's rich heritage to the world. Fans can engage in yoga sessions, cultural workshops, discover traditional Indian crafts, and join for exciting watch parties. Making its global debut, The Nita Mukesh Ambani Cultural Centre (NMACC) has exclusively curated India-themed experiential programming and entertainment of music and dance, ensuring a vibrant, enriching, and unforgettable showcase of India to the world. India House is dedicated to fostering a sense of community and national pride, showcasing our sporting ambitions, and making it a must-visit destination during the Paris Olympics 2024.

### **About Radico Khaitan**

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.

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.