



RKL/SX/2024-25/14
May 08, 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
--	--

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 08, 2024, announcing Jaisalmer Indian Craft Gin leads the luxury craft gin space in India with about 50% market share.

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

RADICO KHAITAN LIMITED

Plot No. J-1, Block B-1, Mohan Co-op. Industrial area
Mathura Road, New Delhi-110044

Ph: (91-11) 4097 5444/555 Fax: (91-11) 4167 8841-42

Registered Office: Rampur Distillery, Bareilly Road, Rampur-44901 (UP.)

Phones: 0595-2350601/2, 2351703 Fax: 0595-2350008

E-mail: info@radico.co.in, website: www.radicokhaitan.com

CIN No.- L26941UP1983PLC027278

Jaisalmer Indian Craft Gin, an epitome of luxury, leads the luxury Indian craft gin space with 50% market share.

New Delhi, India, May 8th, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of the largest liquor companies in India, proudly announces that Jaisalmer Indian Craft Gin leads the luxury craft gin space in India with about 50% market share, competing against the global brands. Truly a proud moment for “Made in India”. Launched in 2018, it is a testament to our dedication to quality and innovation, as we continue to push the boundaries of luxury brands production. With its distinctive blend of botanicals inspired by the rich heritage of India, our gin has garnered acclaim for its exquisite taste and luxurious experience.

Use of botanicals is a time-honoured tradition in India, and through Jaisalmer Indian Craft Gin we share this knowledge with the world. Retaining the classic gin flavour of juniper berries, a refreshing twist has been added with hand-picked Indian botanicals. Of the 11 botanicals used in the distillation, 7 have been sourced from all four corners of India.

Capitalising on the success of Jaisalmer Indian Craft Gin, we introduced a super luxury, Gold Edition with 18 botanicals including Saffron, the most expensive herb. With Jaisalmer Gold, we have also fulfilled our commitment to environmental stewardship. The Company makes use of desiccants to pull moisture from the air, using renewable energy sources. This water is then used in the making of Jaisalmer Gold Gin. We have very carefully taken steps towards reducing paper usage by consciously discontinuing gift boxes and paper labels and reducing carbon footprint.

“Jaisalmer Indian Craft Gin is a true testament to our relentless pursuit of excellence, innovation, and the storied heritage of Indian craftsmanship. It has captivated consumers globally, earning its place as a standout gin loved by enthusiasts worldwide. It has led the way in shaping the evolving gin culture in India. We will be soon introducing Jaisalmer Gold edition in the Indian market to give a super luxury experience to the gin consumers.” remarked Mr. Abhishek Khaitan, Managing Director of Radico Khaitan Limited.

Jaisalmer Indian Craft Gin has earned numerous awards and accolades, solidifying its status as a premium brand in the spirits industry. Its focus on quality, craftsmanship, and storytelling resonated with consumers and experts, enhancing its reputation as a symbol of excellence. Recently, Jaisalmer Indian Craft Gin has been awarded a prestigious gold medal by The Fifty Best, a renowned US-based awards platform and digital guide to wines and spirits with top-rated listings. Other awards and recognitions include Double Gold at Barleycorn Awards 2023, Gold at San Francisco Award 2023, and Gold at London Spirit Competition 2024. Luxury Lifestyle Awards featured it amongst the Top 100 Premium Wine and Spirit Brands of the World for 2023.



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.

Saket Somani

Senior Vice President, Finance & Strategy

somanis@radico.co.in | +91 11 4097 5403

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.