



RKL/SX/2024-25/40

June 26, 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 June 26, 2024 announcing the launch of Jaisalmer Indian Craft Gin ‘Gold Edition’ in India.

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

RADICO KHAITAN LIMITED

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CIN No.: L26941UP1983PLC027278

Radico Khaitan elevates luxury with the launch of Jaisalmer Indian Craft Gin 'Gold Edition' in India.

New Delhi, India, June 26, 2024 – Radico Khaitan Limited (“Radico Khaitan” or the Company), one of the largest IMFL companies in India, proudly announces the launch of Jaisalmer Indian Craft Gin ‘Gold Edition’, marking a new pinnacle of luxury and sophistication in the Indian gin market.

Building upon the resounding success of the Jaisalmer Indian Craft Gin, which enjoys a devoted following and impressive 50% market share of the luxury gin segment, this latest addition to the brand's portfolio promises to further elevate the gin experience for the gin enthusiasts.

Jaisalmer Indian Craft Gin ‘Gold Edition’ has been meticulously crafted to elevate the standards of premium spirits in India. An exceptional addition to the luxury segment Jaisalmer Indian Craft Gin ‘Gold Edition’ has been designed for connoisseurs who appreciate the finest things in life.

Distinguishing itself with the inclusion of saffron, the world's most expensive spice, Jaisalmer Indian Craft Gin 'Gold Edition' infuses each sip with a luxurious and exotic flavour profile. Its journey to perfection involves a unique process where the gin passes through gold filters, enhancing the smoothness and purity of the spirit. Moreover, the 18 botanicals, carefully selected for their quality and complexity, contribute to a more nuanced and refined taste experience.

Commenting on the launch, Mr. Abhishek Khaitan, MD, Radico Khaitan shared: “Within five years of launch, Jaisalmer Indian Craft Gin captured a solid half of the market share in luxury gin category, attracting consumers with its unique proposition. And now we are proud to raise the bar even more by launching, the Jaisalmer Indian Craft Gin 'Gold Edition'. Bearing the most sought-after spice in the world, saffron, and double distilled and filtered through a special gold filtration process, this exceptional edition embodies luxury in every sip and offers a taste experience you can't find elsewhere. Our passion to elevate the spirits journey still drives us at Radico Khaitan and our portfolio continues to grow with exceptional offerings such as Jaisalmer Indian Craft Gin 'Gold Edition'.”

Jaisalmer Indian Craft Gin 'Gold Edition' is poised for launch in a 500 ml bottle, with a price range between ₹4,000 and ₹7,000 depending on the state and its applicable excise structure. Beginning its journey with an introduction in Uttar Pradesh, this exceptional offering will gradually expand its presence to Delhi, Rajasthan, Maharashtra, and Karnataka starting in July, catering to gin connoisseurs across India's key markets.



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 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.