



RKL/SX/2024-25/55

July 18, 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 18, 2024 announcing the partnership of Magic Moments with Saregama to launch an innovative new music series titled 'Magic Moments Music Studio'.

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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CIN No.: L26941UP1983PLC027278

**Magic Moments Music Studio collaborates with Saregama  
to bring 'magic' to life.**

**New Delhi, India, July 18, 2024** – Magic Moments, the fourth largest vodka brand in the world announces its partnership with Saregama, India's leading music label to launch an innovative new music series titled '**Magic Moments Music Studio**'.

The series aims to celebrate the diversity of musical talent across genres and generations. With a mission to create magical moments for emerging artists and bridge the gap between talent and recognition, Magic Moments Music Studio takes a significant leap towards crafting a unique musical journey for fans. It promises to be a captivating experience for music lovers worldwide, showcasing the beauty and creativity of music in all its forms. The series will explore an array of musical elements, from soulful melodies to energetic beats, offering viewers an enchanting musical journey.

Bridging the rhythmic pulse of the drums with the heartbeat, Magic Moments Music Studio has perpetually transformed the musical landscape. With illustrious collaborations featuring celebrated artists like Prateek Kuhad, King, and Ronan Keating, and mesmerising performances at prestigious events such as the Sunburn Music Festival and Bollywood Music Project, Magic Moments Music Studio is poised to weave another magical chapter in the lives of music lovers.

Comprising a total of 10 episodes, the series will be released weekly on Saregama Music YouTube channel. Magic Moments Music Studio, in collaboration with Saregama, brings top-notch talent selection, content curation, and industry insights to the series, their shared goal is to spread exceptional music, preserve musical legacies, and inspire audiences of all ages. Enthusiastic about the series' potential, Magic Moments Music Studio will continue to explore future seasons and spin-off projects to continue promoting musical talent and creativity.

**Commenting on this collaboration, Mr. Abhishek Khaitan, Managing Director of Radico Khaitan Limited, said,** "We are elated to announce our collaboration with Saregama. This series isn't just a platform for budding artists; it's a celebration of music at its zenith. Saregama, known for nurturing music talent, and Magic Moments Music Studio, with a storied history of promoting music, are uniting to grant budding musicians the spotlight alongside seasoned artists. This fusion of emerging talent and established creativity promises a revitalising interpretation of beloved music, striking a chord with audiences nationwide," he further added.

**Expressing his excitement about the project, Abhijit Vaghani, Music Composer, said,** "I am honoured to be a part of 'Magic Moments Music Studio' along with the legendary Saregama & Magic Moments. We have given all the unique and incredible opportunity to breathe new life into the classical tunes of Indian music, while preserving their timeless essence. It's a thrilling experience for me and all the artists as we are blending contemporary sounds to create a magical musical escape for all listeners and seasoned music lovers."

This dynamic series will showcase captivating performances, insightful interviews, and behind-the-scenes footage against stunning outdoor landscapes. Celebrated artists will share their Musical Magic Moments, offering personal insights into their journeys in the music industry. Additionally, budding talents will receive a spotlight, showcasing their skills and aspirations through a rigorous audition process led by Saregama. This platform will allow emerging artists to perform alongside renowned musicians such as **Shaan, Kumar Sanu, Sophie Choudry, Nikhita Gandhi, and Abhijit Vaghani**, providing them with invaluable exposure and access to a broader audience.

# THE REAL SPIRIT OF MUSIC



Sa re ga ma

M2  
MAGIC  
MOMENTS  
MUSIC  
STUDIO  
★★★★★  
SEASON 1

## Radico Khaitan at a Glance:

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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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### Saket Somani

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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.

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