



RKL/SX/2024-25/70

August 12, 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 August 12, 2024 announcing fifth season of 'Battlefield Dossier' – A Video Series.

You are requested to take 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 High on the Patriotic Spirit Introduces Fifth Season of 'Battlefield Dossier' Series.

New Delhi, India, August 12, 2024 – As Independence Day approaches, the spirit of patriotism fills the air. Radico Khaitan Limited, through its esteemed brand series 'Spirit of Victory,' pays heartfelt tribute to the brave soldiers of India who tirelessly guard our borders, ensuring our peace and freedom. Honouring tales of valour and decorated wartime heroes, Radico Khaitan Limited launches the fifth season of the Battlefield Dossier—a video series showcasing lesser-known stories of bravery from wars fought and won by Indian soldiers. As we recently celebrated the 25th Kargil Vijay Diwas, India stands united in pride and gratitude for the courageous protectors who make our freedom possible.

Launched in November 2021 on the YouTube channel of 'Spirit of Victory,' the Battlefield Dossier series resurrects nostalgic anecdotes from wartime heroes and officers. Through this series, officers recount their heroic tales of going above and beyond the call of duty to ensure the success of operations.

With Independence Day approaching and the recently concluded 25th anniversary of Kargil Vijay Diwas, Radico Khaitan proudly presents the fifth season of Battlefield Dossier. This edition honours the valiant soldiers of the 1999 Kargil War. It highlights the heroic deeds of several brave individuals, including Group Captain Monish Yadav, who was Mentioned In Dispatches (Gallantry); Digendra Kumar, recipient of the Maha Vir Chakra and Sena Medal (Gallantry); Havaladar Kalyan Singh, awarded the Sena Medal (Gallantry); Hon'ble Captain Mahabir Singh, also a recipient of the Sena Medal (Gallantry); Captain Rampal Yadav, Mentioned In Dispatches (Gallantry); and Naik Jai Ram, awarded the Vir Chakra. These powerful stories of unmatched bravery and sacrifice serve as a poignant reminder of the courage and dedication of those who protect our nation.

"The Battlefield Dossier series aims to share the untold and unheard stories of wartime experiences directly from the lionhearted warriors themselves, reaching a wide audience. As we unveil the fifth season of the 'Battlefield Dossier' series, dedicated to the 1999 Kargil War, we continue our mission to honour the four pillars of victory: Courage, Honour, Brotherhood, and Glory. This season is a tribute to the indomitable spirit of those who fought with unwavering courage, forged unbreakable bonds of brotherhood, upheld their honour in the face of adversity, and achieved enduring glory. Their heroic legacy is remembered and cherished," said Mr. Abhishek Khaitan, MD, Radico Khaitan.

He added, "Through the 'Spirit of Victory' brand umbrella, we are doing much more than just offering products. Each bottle is a reminder of the sacrifices made by our war heroes. By relentlessly pursuing initiatives like the Battlefield Dossier, we aim to honour their legacy. This exceptional brand has not only earned immense appreciation from the armed forces but has also captured the hearts and palates of civilians across various markets in India."

In addition to the exceptional products, Radico Khaitan has launched the YouTube channel 'Spirit of Victory' to highlight the courageous stories of Indian Armed Forces heroes through engaging short films, songs, and dedicated audio-visual series. A standout on this channel is the 'Battlefield Dossier,' which began in 2021, sharing heartfelt stories of numerous war veterans and symbolising significant milestones in India's sovereign history.

YouTube Link: <https://www.youtube.com/@spiritofvictoryofficial>

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 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.

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.
