



RKL/SX/2024-25/75

September 03, 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 September 03, 2024 announcing the partnership of Morpheus Brandy, the premium creation from Radico as Celebration Partner with 93.5 Red FM for the 6<sup>th</sup> edition of South Side Story.

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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## **Morpheus Brandy and 93.5 Red FM's South Side Story 6th Edition Takes Delhi by Storm.**

Featuring over 10 of the biggest names in South Indian music, the two-day extravaganza took place on August 31st and September 1st, at Indira Gandhi Stadium.

**New Delhi, India, September 3, 2024** – Delhi pulsated with the lively rhythms, rich flavors, and vibrant heritage of South India as **Morpheus Brandy, the premium creation from Radico, partnered with 93.5 Red FM for the 6th edition of South Side Story.** As the 'Celebration Partner,' Morpheus Brandy played a key role in turning the Indira Gandhi Stadium into an extravagant celebration of South Indian culture over two unforgettable days, August 31st and September 1st.

At the heart of the festivities, Morpheus Brandy's 'Dare to Dream' message transcended traditional sponsorship, immersing itself in the vibrant pulse of South Indian culture. With its luxurious, smooth profile, Morpheus Brandy embodies the timeless artistry and reverence for tradition that South India holds dear. As the 'Celebration Partner,' it not only highlighted but also amplified the essence and diversity of South Indian heritage, transforming each moment into a vivid tribute to the region's rich cultural legacy while inspiring everyone to dream boldly and embrace the extraordinary.

**Talking about the brand and partnership, Mr. Abhishek Khaitan, Managing Director, Radico Khaitan Limited said,** "Morpheus Brandy, as Radico Khaitan's first venture into the premium brandy segment, has not only achieved remarkable success but has also set new benchmarks in the industry. While it initially gained popularity in the Southern states, our vision was always to transform Morpheus into a national brand. With its presence now spanning 25 states, that vision has been realized, making Morpheus the first brandy to achieve true nationwide recognition. Our partnership with South Side Story aligns perfectly with this journey, as Morpheus, a brand cherished by South Indian consumers, is an ideal companion to an event that celebrates the vibrant culture and heritage of the region."

The festival brought together **over 10 of the biggest names in South Indian music**, making it a weekend to remember. Arivu, the force behind chartbusters like 'Vaathi Raid' and 'Enjoy Enjaami,' set the stage on fire with his raw energy and powerful lyrics. Khatija Rahman, daughter of the legendary A.R. Rahman, captivated the audience with her renditions of 'Puthiya Manidha' and 'Enthiran,' proving that musical brilliance runs in the family.

Agam the Band, with their fusion rock magic, delivered an electrifying performance that had the crowd roaring. Sitara Krishnakumar, a powerhouse in Malayalam playback singing, enchanted with her soulful voice, while Sean Roldan brought a touch of melody and emotion with his compositions for Tamil cinema.

Nithya Mammen, who shot to fame with her debut hit 'Nee Himamazhayayi,' showcased her incredible vocal talent, leaving the crowd wanting more. Indian Idol 9 finalist Maalavika Sundar wowed with her versatile performances across Tamil, Telugu, and Hindi tracks. The legendary Carnatic vocalist T.M. Krishna took the audience on a spiritual musical journey, while Job Kurian's mellow tunes provided the perfect backdrop for a relaxing evening. Thaikkudam Bridge, the Kerala-based band known for their unique blend of rock, folk, and heavy metal, closed the festival on a high note, leaving the audience buzzing with excitement.

The magic of **South Side Story** extended far beyond the stage. The event was a vibrant celebration of South Indian culture, featuring everything from mouthwatering traditional cuisine to immersive art installations and hands-on workshops. The rich aromas of South Indian spices filled the air, while the colourful art displays captured the essence of the region. Every corner of the festival offered something unique, giving Delhiites a true taste of the South's cultural richness and warmth.

As the 6th edition of 'South Side Story' drew to a close, it left a lasting impression of a weekend rich in music, culture, and shared experiences. Morpheus Brandy's involvement underscored the brand's dedication to crafting memorable moments, ensuring that this year's event will be remembered as a truly exceptional event.

Morpheus Brandy has achieved notable global success, being exported to 27 countries. The brand has garnered significant recognition, including multiple Monde Selection Awards and other prestigious industry honors, underscoring its leadership in the market. Its exceptional quality and enduring appeal have contributed to a remarkable milestone: selling 1 million cases for two consecutive years. Additionally, Morpheus Brandy's strategic marketing, highlighted by its limited edition 'Festive Packs,' and its partnerships with prominent events such as Devils Circuit, Lallantop Adda, and India Women's Summit, have reinforced its reputation and further cemented its position as a symbol of excellence in the brandy industry.

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## 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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