



RKL/SX/2024-25/83

September 28, 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 28, 2024 announcing the launch of new expression of Rampur Indian Single Malt Whisky, the Barrel Blush at Whisky Live Paris 2024.

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](mailto:investor@radico.co.in)**

**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-244901 (UP.)

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

E-mail: [info@radico.co.in](mailto:info@radico.co.in), website: [www.radicokhaitan.com](http://www.radicokhaitan.com)

CIN No.: L26941UP1983PLC027278

**Radico Khaitan Unveils a New Expression of Rampur Indian Single Malt Whisky – Barrel Blush at Whisky Live Paris 2024.**

**New Delhi, India, September 28, 2024** – Radico Khaitan Limited, one of the largest IMFL companies in India (referred to as “Radico Khaitan” or the “Company”), officially unveils Rampur’s newest expression of Indian Single Malt Whisky, the Barrel Blush at Whisky Live Paris 2024. The international spirits tasting event will be held from 28<sup>th</sup> September to 30<sup>th</sup> September at La Grande Halle de La Villette in Paris.

The **Rampur Barrel Blush**, proudly crafted in India, is a distinguished single malt whisky that captures the essence of tradition and expert craftsmanship. This premium single malt features a complex flavor profile, with initial maturation in American Bourbon barrels imparting notes of vanilla, oak, and soft spices. The final finish in Australian Shiraz wine casks adds a layer of ripe berries, dark fruit, and a subtle tannic touch, creating a balanced yet bold expression. The Barrel Blush is a true innovation, offering a sensory journey where each sip reveals new layers of depth and complexity.



The Rampur Barrel Blush will be available in fall 2024 in Europe, United Kingdom, and the United States with a recommended retail price of US\$ 105.

Mr. Sanjeev Banga, President of International Business at Radico Khaitan says, "As the whisky consumer market continues to evolve, the release of Rampur Barrel Blush not only highlights our commitment to innovation and excellence but also offers us the opportunity to present our craftsmanship to whisky enthusiasts worldwide"

Mr. Kunal Madan, Vice President of International Business at Radico Khaitan shares, "Whisky Live Paris 2024 is an essential event for discovering a myriad of new releases, including the launch of our latest Rampur expression, the Barrel Blush. We have poured our passion into this blend, meticulously experimenting with unique maturation techniques to create a whisky that authentically reflects our heritage."

### **Sensory Impressions:**

**NOSE:** Balanced aromas of tropical fruits and delicate floral notes intertwine with smooth malty tones and rich oaky undertones from double oak barrels. Subtle vanilla notes from American white oak harmonize with indulgent caramel, velvety toffee, and dried dark fruits, accented by a spicy warmth from Australian wine barrels. The oak characteristics from both worlds meld seamlessly with Rampur's exceptional core aromatic profile, inviting you on a delightful sensorial journey.

**Palate:** Elegantly sweet, this whisky showcases a delightful blend of fruity and spicy flavors. The subtle influence of Shiraz wine adds a robust body, creating a harmonious depth. Overall, the experience is tantalizing, perfectly balancing richness and complexity.

**Finish:** Prolonged and indulgent, this whisky offers a generous finish that lingers beautifully on the palate, leaving a memorable and lasting impression.

Rampur Distillery continues to push boundaries with this innovative expression, further solidifying its reputation for producing some of the world's finest whiskies.

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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

*Senior Vice President, Finance & Strategy*

[somanis@radico.co.in](mailto:somanis@radico.co.in) | +91 11 4097 5403

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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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