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March 17, 2025

**BSE Ltd.**  
Phiroze Jeejeeboy Towers  
Dalal Street  
Mumbai – 400001  
**Scrip Code: 532497**

**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 – 400051  
**Scrip code: RADICO**

**Subject: Press release**

**Ref: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith the Press Release titled "Radico Khaitan unveils Ankahi Zaffran Spiced Liqueur at the ProWein 2025 in Düsseldorf, Germany" dated March 17, 2025, issued by the Company.

The copy of the press release is being disseminated on Company's website at <http://www.radicokhaitan.com/investor-relations/>

Kindly take the same on records.

Thanking You,  
For **Radico Khaitan Limited**

**Dinesh Kumar Gupta**  
**Senior VP - 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 Ankahi Zaffran Spiced Liqueur at the ProWein 2025 in Düsseldorf, Germany

**New Delhi, India, March 17, 2025** – Radico Khaitan Ltd, one of India's oldest and largest IMFL companies (referred to as "Radico Khaitan" or the "Company"), is proud to unveil Ankahi Zaffran Spiced Liqueur, the first release in the Ankahi Liqueur series, making its highly anticipated debut at ProWein 2025 in Düsseldorf, Germany, from March 16<sup>th</sup> to 18<sup>th</sup>.

**Mr. Abhishek Khaitan, Managing Director, Radico Khaitan** says, "Our vision is to take India to the world, showcasing its hidden and forgotten gems to a global audience. Ankahi Zaffran Spiced Liqueur embodies this mission, blending India's rich heritage with the art of liqueur-making. This launch is more than a milestone; it is a bold declaration of our dedication to innovation and introducing the world to India's finest, untold flavors. As we unveil this exceptional creation at ProWein 2025, we are not just launching a liqueur; we are offering an experience that mirrors our relentless pursuit of excellence and our ambition to position India as a leader in the global luxury spirits industry. Continuing our journey of innovation, we plan to introduce two more luxury brands in the first half of fiscal 2026."

**Mr. Sanjeev Banga, President of International Business at Radico Khaitan** says, "At Radico Khaitan, we have always been at the forefront of innovation, redefining the global spirits landscape with products that embody India's rich heritage and craftsmanship. The introduction of this exceptional product marks a significant moment for us. We are thrilled to share this unique creation with the world, reflecting our commitment to innovation, quality, and sustainability while offering global consumers an authentic taste of India."



Ankahi Zaffran Spiced Liqueur will be available in two sizes, a 1L bottle for Global Travel Retail and a 700ml bottle for the global market. Shipments will begin in April 2025, with distribution in key markets across the USA, Europe, Asia Pacific, and the Middle East, available at leading liquor retailers and duty-free shops worldwide.

Read more about Ankahi at [www.ankahiliqueur.com](http://www.ankahiliqueur.com)

## Ankahi Zaffran Spiced Liqueur

At the heart of India's ancient landscapes lie untold stories, waiting to be uncovered. From the verdant valleys of Kashmir comes Ankahi Zaffran Spiced Liqueur, a masterpiece that captures the essence of these hidden tales. Crafted with meticulous artistry, Ankahi blends India's rare herbal treasures into every drop, offering a powerful sensory journey through its rich, timeless heritage.

### Essence of Zaffran

Zaffran, the heart of this liqueur, honors Kashmir's golden saffron fields. Known as the jewel of spices, saffron adds vibrant color and unique flavor, balanced by 21 handpicked herbs like clove, cardamom, cinnamon, star anise, and coriander. The result is a complex, inviting spiced herbal liqueur, offering a rare and enchanting experience.

### Story Behind the Bottle

Ankahi, meaning "untold," embodies the spirit of discovery, unveiling India's hidden herbal treasures. The liqueur's distinctive bottle design symbolizes the revelation of secrets, inviting you to explore the mysteries within. Ankahi Zaffran Spiced Liqueur fuses history, tradition, and India's rich botanical heritage in every drop, celebrating the art of liqueur-making. The carefully chosen herbs, including tulsi (holy basil), mint, and saffron, represent India's deep-rooted traditions and healing practices. These herbs are not only selected for their complex flavors but for their powerful cultural and historical significance in India's herbal legacy.



### Tasting Profile:

#### Nose:

- Rich, floral aroma of saffron with a hint of sweetness
- Subtle spice from cinnamon and cardamom
- Light herbal notes from mint and coriander

#### Palate:

- Bold, floral saffron flavor that takes center stage
- Warm, spiced undertones of cinnamon and cardamom
- Gentle sweetness from natural botanicals, balancing the spices
- Mint and earthy coriander add depth and complexity

#### Finish:

- Smooth and lingering, leaving a warm, spicy sensation on the palate
- Complex depth that evolves with every sip, highlighting the herbal richness
- Long-lasting, offering a final hint of saffron and spice that gently fades







## 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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