



25th July 2011

National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot no.C/1, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai – 400 051.

Sub: Release on full redemption of FCCBs

Dear Sir,

Please find enclosed herewith a Release in respect of Redemption of FCCBs originally issued in the year 2006.

You are requested to take note of the same.

Thanking you,

Yours faithfully,
for Radico Khaitan Limited


Amit Manchanda
Group Head - Legal &
Company Secretary

Radico Khaitan Limited

(Rampur Distillery)

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website : www.radickhaitan.com

For Immediate Release

July 25th, 2011

Radico Khaitan Limited

Full redemption of remaining portion of US\$ 50 million FCCBs issued in 2006

Last tranche of nominal value of US\$ 33.91 million at maturity

Payment from new lower cost debt on terms and conditions of issue

No equity issuance required

New Delhi, India, July 25th, 2011 – Radico Khaitan Limited (referred to as “Radico Khaitan” or the “Company”, NSE: RADICO, BSE: 532497), one of the largest spirits companies in India, has redeemed all of its remaining US\$ 50 million, 3.5% Foreign Currency Convertible Bonds (the “FCCBs”) that were issued in July and August 2006.

The final redemption payment for these FCCBs of US\$ 44.22 million (inclusive of premium) was made in accordance with the terms and conditions of the issue. The Company is therefore not required to allot any equity shares arising out of a potential conversion of these remaining FCCBs.

The Company had raised US\$ 50 million through an issue of FCCBs on July 26th, 2006 (US\$ 40 million) and August 25th, 2006 (US\$ 10 million on exercise of green shoe option by the manager to the issue). The FCCBs had a conversion price of Rs. 159.20 per share. They carried a coupon rate of 3.50% per annum and had a maturity of five years and one day from the date of issue. The FCCBs unless previously converted, redeemed, or cancelled, were liable to be redeemed on the maturity date at a premium of 30.3961% of the principal amount.

Until FY2010, FCCBs of US\$ 16.09 million were repurchased or bought back for cash and subsequently cancelled. This final transaction now results in the complete redemptions of the 2006 FCCBs. Radico Khaitan has funded the total amount paid of US\$ 44.22 million from a new 7 year maturity ECB. This is comprised of the outstanding value of US\$ 33.91 million and redemption premium of US\$ 10.31 million.

The total number of equity shares outstanding as of 30th June 2011 are 132.574 million. As of date, the Company has no other FCCBs outstanding.

Commenting on this, Mr. Dilip Banthiya, Chief Financial Officer of Radico Khaitan said:

“Radico Khaitan continues to focus on generating strong cash flow from operations through operational efficiency and product premiumization. This FCCB redemption reinforces the Company’s ongoing initiatives to further optimize and strengthen its capital structure. Going forward the Company expects its cash flows to be strong enough to meet its growth plans and financial obligations.”

For RADICO KHAITAN LTD.

Arjit Manchanda
Group Head Legal & Company Secretary

Analyst / Investor / Media Enquiries

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For further information on Radico Khaitan visit www.radicokhaitan.com

Radico Khaitan Limited: Fact Sheet

Radico Khaitan is one of the largest spirits companies in India. The Company has a number of highly recognizable brands including 8 PM Whisky, Magic Moments Vodka, After Dark Whisky, Morpheus Brandy, Contessa Rum and Old Admiral Brandy. Radico Khaitan was originally established in 1943 and was formerly known as Rampur Distillery. The Company currently has 33 bottling units of which 5 are owned and rest are contract bottling units. The Company has two distilleries – one in Uttar Pradesh ("UP") with a capacity of 102 million litres per annum and another in Maharashtra with a capacity of 48 million litres per annum.

Radico Khaitan entered the branded liquor business in 1998 with the introduction of 8 PM Whisky, which was the first brand that achieved sales of one million cases ("Millionaire Brand") in the year of its launch. The Company has had similar successes with its other brands. Magic Moments is the fastest growing Vodka in the country, while Contessa Rum is one of the largest selling Rum brands in the armed forces. In 2009, the Company launched Morpheus Brandy, a premium range brandy with the highest maximum retail price and the first and only Indian product in its category. In Q3 FY2011, the Company announced nationwide launch of After Dark premium whisky.

Radico Khaitan acquired Whytehall Whisky from Bacardi Martini India in 2004 and Brihans range of brands from Brihans, Maharashtra in 2005, to strengthen its brand portfolio. The Company recently signed an agreement with Suntory (Japan) to market and distribute two of its super premium brands - Yamazaki 12 YO and Hibiki 17 YO, in India.

The Company's collaborations with international players include Ernest & Julio Gallo (California) and Suntory (Japan) as a distribution partner in India for premium wines and whiskies, respectively.

Radico Khaitan has a strong and dedicated sales and distribution team, covering 95% of bars, clubs and retail outlets in the country. The Company currently sells to over 400 wholesalers, who in turn sell to over 36K retail outlets and over 5K on premise outlets.

Safe Harbour

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, macroeconomic, 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.

For RADICO KHAITAN LTD.

Amir Manchanda
Group Head Legal & Company Secretary