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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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Subject: Press Release

Ref: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)

Dear Sir / Madam,

Pursuant to Regulation 30 of the Listing Regulations, please find enclosed herewith a copy of the Press Release dated October 03, 2024, announcing launch of a new brand Campaign featuring one of India’s most celebrated stars who embodies Heritage with Royalty – Mr. Saif Ali Khan for its premium whisky brand – Royal Ranthambore Heritage Collection.

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

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, website: www.radickhaitan.com

CIN No.: L26941UP1983PLC027278

A Toast to The Finest Yet: Saif Ali Khan Unleashes Charm in the New Royal Ranthambore Whisky Campaign.

New Delhi, India, October 3, 2024 – Radico Khaitan Limited, one of the largest IMFL companies in India (referred to as “Radico Khaitan” or the “Company”) launches a new Brand Campaign featuring one of India’s most celebrated stars who embodies Heritage with Royalty – Saif Ali Khan for its premium whisky brand – Royal Ranthambore Heritage Collection which was recently titled the Best World Whisky.

This campaign elevates luxury to new heights, blending opulence with the raw, untamed spirit of the wild, making this TVC a bold statement in the world of fine whiskies.

The Nawab of Pataudi himself, Saif Ali Khan, brings his apex game, seamlessly blending his royal heritage with the bold sophistication of Royal Ranthambore Whisky. This collaboration feels like a match made in luxury heaven! With his signature suave style and effortless charm, Saif embodies the perfect balance of nobility and allure, capturing the very essence of Royal Ranthambore Whisky. It’s more than just a partnership; it’s a celebration of class, charisma and unapologetically royal in every sip.

Mr. Abhishek Khaitan, Managing Director of Radico Khaitan, remarked on the new campaign, “The new Royal Ranthambore Heritage Collection Whisky Campaign is a proud moment for us as we redefine luxury in the Indian spirits industry, which we call Indi-Lux. Our whisky embodies the regal essence of Ranthambore and the untamed spirit of its iconic tigers. In Saif Ali Khan, we found the perfect embodiment of this blend of royalty and sophistication. His Nawabi heritage and effortless elegance resonate deeply with the brand’s identity.”

“Just as our whisky is a perfect balance of strength and smoothness, Saif seamlessly reflects the same duality. Together, we aim to deliver an unparalleled experience of luxury and tradition to discerning consumers,” he added.

Mr. Amar Sinha, Chief Operating Officer of Radico Khaitan, shared his excitement on the campaign, “This isn’t your average whisky campaign. When we envisioned Royal Ranthambore Whisky, we aimed to bring the concept of sipping royalty to life – and who better to embody that than Saif Ali Khan. Saif stepped in, took a sip, and let his Nawabi magic weave its spell!”

He continued, “This partnership is more than just a celebrity collaboration; it’s akin to hosting a royal feast, where every detail is meticulously crafted. Saif fits our brand like the perfect finishing touch on a finely aged whisky. Together, we’re creating an experience that goes beyond mere drinking; we’re celebrating a lifestyle steeped in elegance and tradition. So, here’s to crafting more royal moments!”

Saif Ali Khan echoed this sentiment, expressing his excitement about the synergy with Royal Ranthambore Whisky: “This brand is a beautiful blend of tradition and modern luxury, much like my own journey. I’m thrilled to be part of a campaign that truly embodies strength and sophistication, showcasing everything that makes this whisky exceptional. It has character and depth, and I feel honoured to represent such a unique fusion of heritage and contemporary flair.”

In the brand campaign, Saif’s regal charisma dances in perfect harmony with the whisky’s rich, full-bodied flavor. Picture this: Saif, standing tall beside the majestic Ranthambore tiger, effortlessly fusing royal elegance with a modern twist. He embodies smooth sophistication and unapologetic boldness, just like the whisky itself. But this campaign is more than a celebrity endorsement; it’s a dazzling celebration of two icons that redefine sophistication and tradition, inviting viewers into a world where luxury knows no bounds.



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

Senior Vice President, Finance & Strategy

somanis@radico.co.in | +91 11 4097 5403

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.
