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March 18, 2026

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

National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor, Plot no. C/1,
G Block, Bandra-Kurla Complex, Bandra (E)
Mumbai – 400051
Symbol: 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 Press Release titled “India’s No. 1 Vodka Brand Magic Moments Crosses 8 Million Cases, Riding High on Strong Consumer Trends and Bold Flavour Innovations” dated March 18, 2026, issued by the Company.

The copy of the press release is also 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 Vice President - Legal & Company Secretary

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Encl: A/a

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India's No.1 Vodka Brand Magic Moments Crosses 8 Million Cases, Riding High on Strong Consumer Trends and Bold Flavour Innovations

Flavour innovation under the 'Flavours of India' range driving the momentum further

New Delhi, March 18, 2026 – Radico Khaitan Limited, one of India's largest IMFL companies, has announced another significant milestone for its flagship brand Magic Moments Vodka, which has crossed 8 million cases in sales this year, fortifying its position as India's No.1 vodka brand and one of the fastest-growing vodka brands globally. Accelerating from 7.1 million cases last year to crossing the 8 million mark already this year, the brand's sharp growth trajectory underscores its rising dominance and deepening consumer connect across markets.

Radico Khaitan started its premiumization journey in 2006 with the launch of Magic Moments Vodka. Since then, it has steadily strengthened its position in the market through a strong combination of product innovation, consumer-centric experiences and a deep understanding of evolving taste preferences. Today, Magic Moments is India's largest premium vodka brand with around 60% market share and ranked as the 6th largest vodka brand in the world last year. The brand continues to command a leading position in the Indian vodka market and has consistently climbed the global ranking ladder.

A key driver of the brand's recent momentum has been its innovative flavour portfolio, particularly the much-loved Magic Moments 'Flavours of India' range, which celebrates India's iconic tastes through contemporary vodka expressions. The latest addition to this portfolio, Jamun SpicyMint, has emerged as a runaway success since its launch, creating significant momentum among consumers and witnessing strong offtake across markets. Earlier variants such as Alphonso Mango and Thandaai, along with other flavours have continued to receive strong consumer traction.

Speaking on the milestone, **Abhishek Khaitan, Managing Director, Radico Khaitan** said: *"Crossing the 8 million case mark is a proud milestone for Magic Moments. It indicates a defining shift in India's evolving spirit's landscape. While vodka accounts for over 20–25% of the global spirits market, in India it remains under-indexed at less than 4%, presenting a significant headroom for growth. What we are witnessing today is a clear inflection point, with vodka emerging as one of the fastest-growing categories in the country. With a commanding 60% share of the Indian vodka market, we are strongly positioned to lead and shape this transformation. Our growth is being fuelled by a deep understanding of evolving consumer preferences, with innovations like Jamun SpicyMint setting new benchmarks by bringing bold, distinctly Indian flavours to the forefront of the category. With the changing consumer trends, our ambition is clear and unwavering, making Magic Moments as one of the leading vodka brands in the world."*

Magic Moments Vodka today offers an extensive portfolio across Semi-Premium and Premium Vodka categories, including Magic Moments Remix, Verve and Dazzle, along with a growing lineup of innovative flavours and experiences that resonate with evolving consumer preferences. From pioneering flavour-led innovations to engaging consumers through music, culture and lifestyle platforms, the brand continues to strengthen its position among India's young and aspirational consumers. With innovation-led growth and a steadily expanding consumer base, Radico Khaitan continues to redefine the vodka experience in India while steadily firming its presence on the global stage.

Radico
SPIRIT OF EXCELLENCE

M2
**MAGIC
MOMENTS**
VODKA



CELEBRATING 8 MILLION CASES

FY 2025-26



About Radico Khaitan

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 8 PM 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, Kohinoor Reserve Indian Dark Rum, Spirit of Victory 1999 Pure Malt Whisky, Jaisalmer Indian Craft Gin, Royal Ranthambore Heritage Collection Royal Crafted Whisky, Morpheus Rare Luxury Whisky Morpheus and Morpheus Blue Brandy, The Spirit of Kashmir, Magic Moments Vodka, Magic Moments Remix Pink Vodka, Magic Moments Verve Vodka, Magic Moments Dazzle Vodka (Gold & Silver), 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 321 million litres and operates 44 bottling units (5 owned, 39 contract and royalty bottling units). It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 100 countries.

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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.
