



RKL/SX/2025-26/25

June 20, 2025

BSE Ltd.  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001

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  
**Symbol: RADICO**

**Scrip Code: 532497**

**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 dated June 20, 2025, issued by the Company titled “*A Vodka That Celebrates Indian Roots: Radico Khaitan Launches ‘Magic Moments Flavours of India.’*”

The copy of the press release is being disseminated on Company’s website at <https://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**

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

*Encl: A/a*

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CIN No.: L26941UP1983PLC027278

## A Vodka That Celebrates Indian Roots: Radico Khaitan Launches 'Magic Moments Flavours of India'

*The vodka will be available in two flavours – Alphonso Mango and Thandaai, with the initial launch across Rajasthan and Uttarakhand, followed by Assam, MP and Goa*

**New Delhi, India, June 20, 2025** – After the phenomenal success of Magic Moments since its inception in 2006, Radico Khaitan Limited, one of India's largest IMFL companies, is now announcing the launch of **Magic Moments Flavours of India**, a vibrant new range of flavoured vodkas that celebrate the essence, culture, and taste of India. With *Alphonso Mango* and *Thandaai* flavours, the new launch offers consumers a refreshing fusion of heritage and innovation.

Infused with the essence of "Soul of India," the launch of Magic Moments Flavours is not just a portfolio expansion, it is a powerful expression of Radico Khaitan's vision to bring India's spirit to the forefront of global conversations in taste, culture, and innovation. The journey begins with a rollout in Rajasthan, and Uttarakhand, followed by Assam, MP and Goa, with a phased expansion set to bring these vibrant flavours to more states across the country.

Having crossed the landmark of 7 million cases in FY2025, Magic Moments continues to lead as India's No. 1 and the World's 6<sup>th</sup> largest Vodka brand. The brand has consistently set new benchmarks in the industry, a testament to its deep-rooted culture of innovation. The Remix Flavours portfolio has outpaced the classic plain vodka segment, growing at a 25% CAGR over the past five years. Targeting the premium segment, the Verve Flavour range has shown a robust 95% CAGR growth in the same period – underscoring consumer trust and evolving taste preferences.

**Mr. Abhishek Khaitan, Managing Director, Radico Khaitan**, said: "India's alcobev scene is coming of age, and it is heartening to see homegrown brands leading the way with quality that stands tall globally. Vodka as a category is seeing exciting growth, consumers today are looking for premium choices and distinctive flavour profiles. Crossing the 7 million case mark with Magic Moments is a milestone we are incredibly proud of. And with 'Flavours of India', we are not just launching a new product we are inviting people to rediscover the taste of India."

Adding to this **Mr. Amar Sinha, Chief Operating Officer, Radico Khaitan**, said: "The Flavours of India range is our way of honouring India's diverse traditions and taste profiles. With *Alphonso Mango* and *Thandaai*, we have gone beyond innovation, we have distilled Indian identity into each bottle. We are beginning the launch of this range in culturally vibrant and high-potential markets such as Rajasthan, Assam, Uttarakhand, Goa, and Madhya Pradesh. These are the first steps in a nationwide journey, and we are excited to bring this portfolio to every corner of our richly diverse country in the months ahead.

Each variant in the Flavours of India range is a sensorial journey, a story of celebration, nostalgia, and bold taste, all refined through a 5-stage filtration process that ensures unmatched purity and smoothness.

**Alphonso Mango:** A tribute to India's favourite summer fruit, this variant is a silky blend of sun-kissed Alphonso mangoes and Magic Moments Vodka. With a tropical burst in every sip, it offers a refreshing, luxurious experience, best enjoyed chilled.

**Thandaai:** Drawing inspiration from India's festive traditions, Thandaai brings together a rich blend of milk, saffron, rose petals, almonds, pistachios, mint, and a dash of black pepper — all seamlessly infused with Magic Moments Vodka. It delivers a uniquely spiced, indulgent flavour that truly captures the warmth of Indian celebration.

Radico  
SPIRIT OF EXCELLENCE

MAGIC  
MOMENTS  
VODKA

SENSATIONAL  
Celebrating  
Innovation

# Introducing Flavours of India

Crafted with iconic Indian flavours – from festive Thandai to golden Alphonso – this is India, distilled into your next great pour



**Saket Somani**

*Senior Vice President, Finance & Strategy*

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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.