

RKL/SX/2026-27/57

August 20, 2026

BSE Limited
Phiroze Jeejeeboy Towers,
Dalal Street,
Mumbai- 400001
Scrip Code: 532497

National Stock Exchange of India Limited
Exchange Plaza, 5th 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 the 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 "Magic Moments expands its category-defining Flavours of India portfolio with a bold new expression inspired by one of India's most loved beverages- *Magic Moments Aam Panna*" dated August 20, 2026, issued by the Company.

The copy of the press release is also being disseminated on the 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

Email Id: investor@radico.co.in

Encl.: as above

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Magic Moments expands its category-defining Flavours of India portfolio with a bold new expression inspired by one of India's most loved beverages

Tangy. Chatpata. Unmistakably Indian. Meet Magic Moments Aam Panna

New Delhi, August 20, 2026 – Radico Khaitan Limited, one of the largest spirits companies in India (referred to as “Radico Khaitan” or the “Company”), announces the launch of **Magic Moments Aam Panna, the newest addition to its highly successful Flavours of India portfolio**. Inspired by one of the country's most loved beverages, the launch reinforces Magic Moments' commitment to celebrating India's rich flavour heritage through innovative and contemporary experiences.

The launch marks another milestone in the remarkable journey of Magic Moments Vodka, India's No.1 and the 5th Largest Vodka Brand globally. Having delivered 8.6 million cases in FY2026 and over 3.25 million cases in Q1 FY2027, the brand continues to redefine category growth through consumer-centric flavour innovation.

Crafted to capture the nostalgia, vibrancy and refreshment, Magic Moments Aam Panna combines the tangy character of raw mangoes with the smoothness of premium vodka. Refined through Magic Moments' signature 5-stage filtration process, the new variant delivers a balanced sweet-and-sour taste profile with a crisp finish designed for the Indian palate.

With the launch of Aam Panna, the Flavours of India portfolio now brings together some of the country's most iconic flavour inspirations, including Thandaai, Alphonso Mango and Jamun SpicyMint. Rooted in the campaign thought "**Soul of India**", the launch celebrates the flavours, memories and cultural experiences that unite consumers across generations and geographies.

With an estimated 60% market share, Magic Moments has played a defining role in shaping the evolution of India's vodka market. Indian vodka category is undergoing a multi-year structural transformation, driven by changing consumer preferences, premiumisation, cocktail culture, growing in-home social occasions, and increasing acceptance of white spirits among new-age consumers.

Flavoured vodka has emerged as one of the strongest growth drivers for the category, accounting for over 75% of vodka volumes in Q1 FY2027, as innovation continues to attract new consumers and encourage experimentation. While vodka accounts for nearly 28-30% of global spirits consumption, its share within India's IMFL market was 4.3% in FY2026 and 6.1% in Q1 FY2027, underscoring the significant headroom for long-term category growth.

Commenting on the launch, Mr. Abhishek Khaitan, Managing Director, Radico Khaitan, said:

"Magic Moments has consistently led the evolution of the vodka category in India through meaningful innovation and a deep understanding of consumer preferences. The Flavours of India portfolio is a celebration of India's rich culinary heritage and our belief that local flavour inspiration can create truly differentiated experiences for consumers. The outstanding success of Jamun SpicyMint, Alphonso Mango and Thandaai has reinforced the growing demand for authentic Indian flavours. Aam Panna is the next expression of this journey. It captures one of India's most loved summer experiences and reimagines it for today's consumers in a contemporary format. As consumers increasingly seek flavours that feel familiar, relevant and rooted in culture, we believe Aam Panna will further strengthen our leadership in the flavoured vodka segment while continuing to expand the category."

Commenting on the launch, Mr. Kunal Madan, Chief Marketing Officer, Radico Khaitan, said: *“At Magic Moments, innovation begins with culture. It is not just about what we put in the bottle, but also how we take it to consumers. With Aam Panna, we are backing the launch with a robust, digital-first marketing mix that brings together social media, contemporary storytelling and highly relevant, culture- and geography-led communication. With Kriti Sanon as the face of the campaign, we are bringing this distinctly Indian flavour to consumers through a fresh, contemporary lens that is rooted in local relevance.”*

What began as a bold vision to create a distinctly Indian flavoured vodka portfolio has evolved into one of the strongest growth drivers for Magic Moments. The Flavours of India range has received an overwhelming response from consumers across markets. The success reflects a growing consumer preference for authentic, culturally rooted flavour experiences that blend familiarity with contemporary consumption occasions.

Magic Moments Aam Panna will be available in Quart, Pint, Nip, 180 ml Pocket Pack and 90 ml Pocket Pack formats across key markets including Uttar Pradesh, Haryana, Uttarakhand, Rajasthan, Delhi, Maharashtra, Daman, Goa, Gujarat, Telangana, Karnataka, West Bengal, Assam and Madhya Pradesh.

[Please turn over for the brand creative]

Saket Somani

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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.

Flavours of India

M2
MAGIC
MOMENTS
VODKA

AAM PANNA

हर सिप इंडियन HAR MOMENT MAGIC

INDIA'S No. 1 VODKA



STATUTORY WARNING: CONSUMPTION OF LIQUOR IS INJURIOUS TO HEALTH.