



**Ingredients
for a
Perfect
Cocktail of
Success**



**Investor Presentation
November 2016**

Important Notice

This presentation 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.



Table of Contents

1. Investment Highlights	4
2. Industry Dynamics	5
3. Business Overview	9
4. Structure and Management	15
5. Financial & Operational Performance	18
6. Branding & Marketing	23
7. Corporate Social Responsibility	41
8. Key Takeaways	42
9. Vision, Mission & Values	44



Investment Highlights

Strong Competitive Position

- One of the largest players in the Indian spirits industry
- Low per capita alcohol consumption in India provides room for significant growth
- Operates three distilleries and one JV with total capacity of 157 million litres
- Scale advantage as advertising of alcoholic beverages is restricted in India

Delivering on the Premiumization Strategy

- Focus on quality and brand image rather than price point
- 6 new brands launched in the past five years, all in premium categories
- Pioneered printed technology for label description on the bottles

Strong Presence in CSD

- One of the largest provider of branded IMFL to the Canteen Stores Department (CSD)
- Barriers to entry in CSD market due to stringent qualification and registration requirements
- 18 products registered with the CSD across categories
- Registrations have lifetime validity

Pan-India Distribution Network

- Pan-India manufacturing and distribution network covering over 90% of retail outlets
- Sale through over 55,000 retail and 5,000 on-premise outlets
- 33 bottling units spread across the country limit interstate taxes and transport costs

Strong Financials

- FY2016 Revenues of Rs. 1,789 Crore
- FY2016 EBITDA of Rs. 195 Crore; margins at 10.9%
- Ongoing volume growth in the high margin premium liquor space



Key Drivers for Growth of Liquor Consumption in India

Income Growth

- India GDP growth of 7.6% in FY2016
- Growth in per capita income to drive discretionary income growth at much higher pace than the GDP growth, boosting demand for lifestyle products including alcoholic beverages
- Rural economy is likely to see big upsurge in income levels due to various government initiatives in the mid to long term

Attractive Demographics

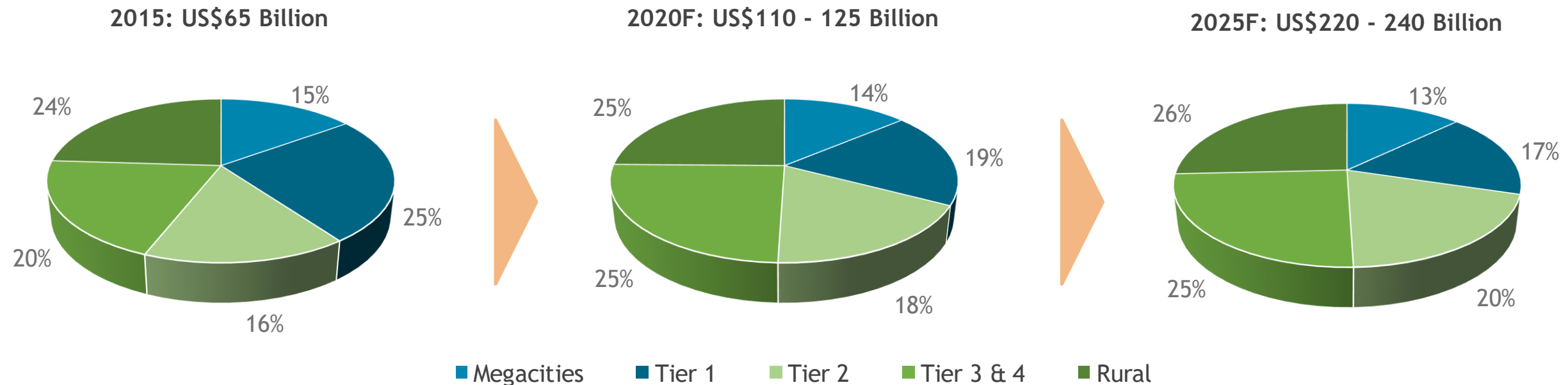
- Around 60% of India's population is in the age-group of 15-55
- Nearly 840 million people in the drinking age in CY2015. Another 65 million are likely to be added by CY2019
- Following these favourable demographics, demand for alcoholic beverages is set to rise

Underpenetrated Market

- India's per capita consumption (2.2 lpa) of alcoholic beverages is among the lowest in the world (over 7.5 lpa)
- A small increase in per capita consumption to significantly alter industry growth, given the large population base



Rural Consumption to Grow 3.8x and Tier 2 & Below Cities to Grow 4.4x by 2025



- Cities which have a population below 1 million, would be the next drivers of growth; Share of Tier 2 & below cities is expected to increase from 36% to 45% by 2025
- These cities are expected to add ~7 million affluent / elite households resulting in increased demand for premium products
- Growing awareness, easier access and changing lifestyles have been the key growth drivers of the consumer market
- Companies will need to rethink their go-to-market, portfolio strategy and brand communication
- Rural alcohol consumption has increased at 2010-2015 year CAGR of 7.0% compared to 3.6% in Urban region

Sources: BCG & CII Research, Euromonitor

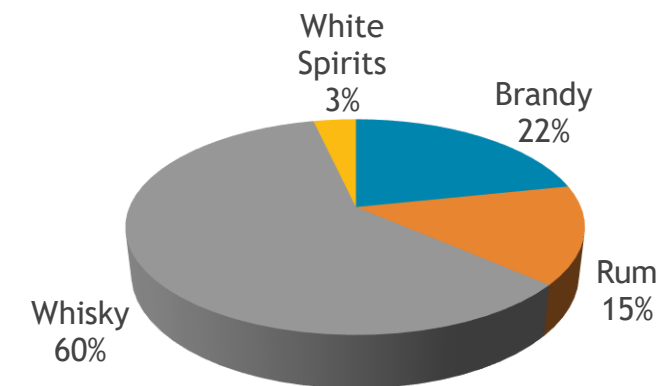
Notes:

1. Definition of city tiers based on population: Metro (over 4 million), Tier 1 (1 million to 4 million), Tier 2 (500,000 to 1 million), Tier 3 and 4 (50,000 to 500,000) and rural (below 50,000)
2. Consumption was projected using expenditures in 'food' and 'health' as being representative of overall FMCG consumption

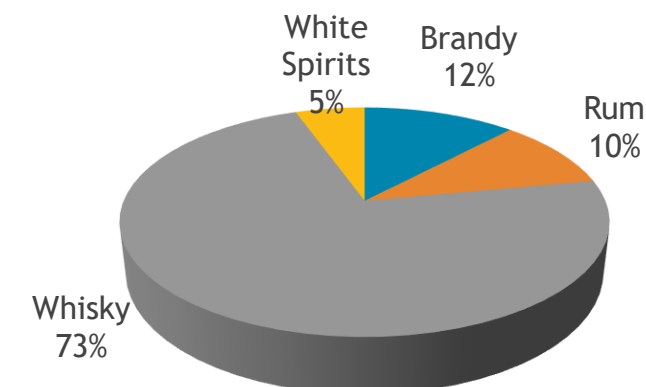
Indian Spirits Market Size and Growth

- Spirits sales in India was 285 million cases in CY2015 and is expected to reach 349 million cases by CY2020
- During 2016-20 period, IMFL sales value is expected to grow at a CAGR of 5.8% and sales volume at 4.0%
- CY2015 industry volume declined by 1.7%; however, value growth was 0.7%
- Overall, Whisky constituted the largest segment with 60.0% of volumes and 72.5% of value
- Blended Scotch and Single Malt Scotch are expected to lead the growth with 2016-20 value CAGR of 14.7% and 11.6%, respectively
- Premium & Super Premium Vodka remained one of the fastest growing segment with 2010-15 volume growth of 12.5%
- Of the total Vodka volumes in CY2015, 52.7% was in the premium and super premium category (from 33.5% in CY2009)

Sales of Spirits by Category (Volume): CY2015



Sales of Spirits by Category (Value): CY2015



Source: Euromonitor International, May 2016

Structural Changes in the Industry Makes Indian Spirits Market More Attractive

Entry of global majors

- With increasing participation of global players, the industry is expected to become more efficient, operationally disciplined, transparent and aligned to best global practices
- Shift toward creating and growing the overall market (including NPD and niche products)

Shift from volume to value driven

- Corporates focusing on profitable growth as against volume growth
- Expected price increases likely to result in increase in EBITDA margins thereby aligning margin structures of domestic players with the global counterparts
- Industry players negotiating price hikes with state governments

Increasing premiumization - Improving product-mix

- Companies are increasing focus on premium products, thus driving the overall profitability
- Encouraging macro factors such as rising disposable incomes and affluence, growth in middle class households and increasing brand awareness



The Journey So Far...

1943 - 1997: Spirit Company

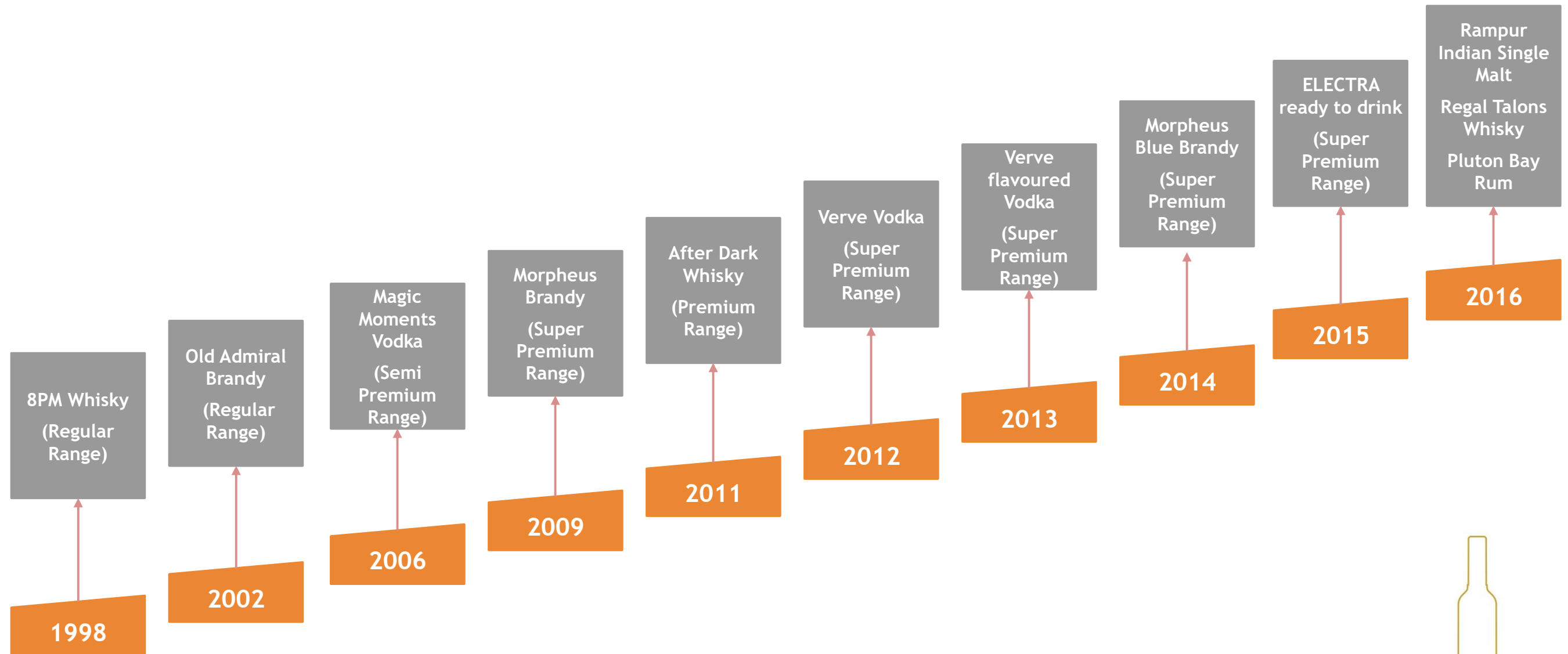
- Started distillery in 1943
- A major spirits supplier
- Supplier of rum to armed forces
- Bottler for others

1998 - Current: One of the Largest IMFL Spirits Companies in India

- Started branded division for production of IMFL and launched its first brand 8 PM Whisky in 1998
- Created four Millionaire brands - 8PM Whisky, Contessa Rum, Old Admiral Brandy and Magic Moments Vodka in last one decade in terms of cases sold
- Strong sales and distribution network, covering bars, clubs and other retail points in India
- 33 bottling units: 5 own bottling units and 28 contract bottling units in India
- In 2005, after creating brands in high volume regular categories, the Company ventured into the semi premium segment by launching Magic Moments Vodka, in the white spirits segment (and attained the sales of 1 million cases in FY 2009)
- In 2009, launched Morpheus Brandy, a super premium range brandy
- In 2011, launched After Dark, a premium whisky on a pan-India basis
- In May 2012, acquired Royal Lancer and Elkays whisky brands from Mysore based Yezdi Group
- In October 2012, launched Verve, super premium vodka and Verve flavoured vodka in March 2013
- In Q3 FY2013, launched Morpheus Blue, a upgraded version of Morpheus super premium brandy
- In Jan 2014, launched two new flavours of Verve Magic Moments Vodka
- In June 2015, launched ELECTRA, a premium ready to drink product
- In April 2016, launched Pluton Bay Premium Rum
- In May 2016, launched Rampur Indian Single Malt and Regal Talons Semi Premium whisky



High Success Rate of Brand Launches and Acquisitions



Business Overview

Broad Consumer Choice with Focus on Premium Brands

	Whisky	Rum	Brandy	Vodka	Gin	Ready to Drink
Super Premium > Rs. 600	Rampur Indian Single Malt		Morpheus, Morpheus Blue	Verve, Verve Flavored		
Semi-Premium / Premium Rs. 400 - 600	After Dark Regal Talons	Pluton Bay	Bonjour	Magic Moments, Magic Moments Remix		
Deluxe Rs. 300 - 400	Whytehall	Contessa White	Excellency			
Regular Rs. 225 - 300	8 PM, Old Admiral	Contessa, Bermuda, Lord Nelson	Old Admiral, Brihans Grape, Whitefield		Contessa, Goa Dry Gin	
Ready to Drink Rs. 80 - 125						Electra

Note:

1 All prices for 750 ML bottle except for ready to drink, which is for 275 ML bottle



Strong Distribution Footprint across India

Pan India presence

- Radico has a strong sales and distribution network with a presence in retail and off-trade outlets in the relevant segments in different parts of India
- The Company has 33 bottling units spanning almost the entire country, of which 5 belong to the Company and 28 are contract bottling units

Developed network of distribution

- Currently sells through over 55,000 retail outlets and over 5,000 on premise outlets
- Apart from wholesalers, a total of around 300 employees divided into four zones, each headed by regional profit centre head, ensure an adequate on-the-ground sales and distribution presence across the country

Strategically located bottling units

- Radico's strategic bottling units are spread across the country
- This is to avoid the high taxes levied on inter-state movement of finished and in-process liquor

Collaboration with International players

- Ernest & Julio Gallo of California (one of the largest wineries in the world) for distribution of their wines



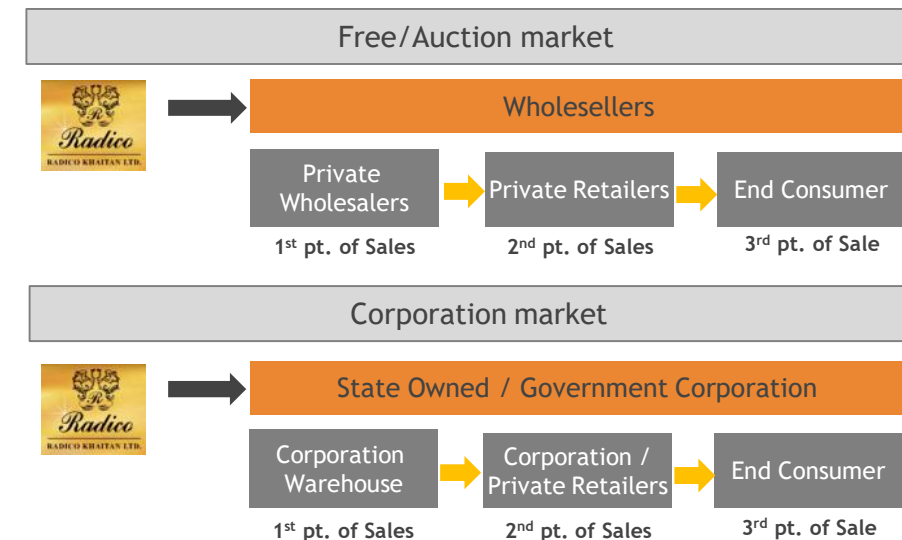
Robust Region Wise and Channel Wise Sales and Distribution Network

- **Regional sales network**

- Divided into four zones, each headed by regional profit centre head
- Responsible for sales planning, production planning, sale monitoring and market share analysis
- Supported by regional marketing services head for implementing various marketing and trade promotion schemes

- **Channel wise distribution network**

- **Free market:** No involvement of the Government and the liquor shops are licensed to sell liquor
- **Auction markets:** The licence for sale of liquor are auctioned by the Government on an annual basis based on an auction process
- **State owned markets/ Government corporations:** The Government is the whole seller/ distributor who purchases directly from Company



Diversification Across Regions and End Markets

1 Manufacturing Facilities

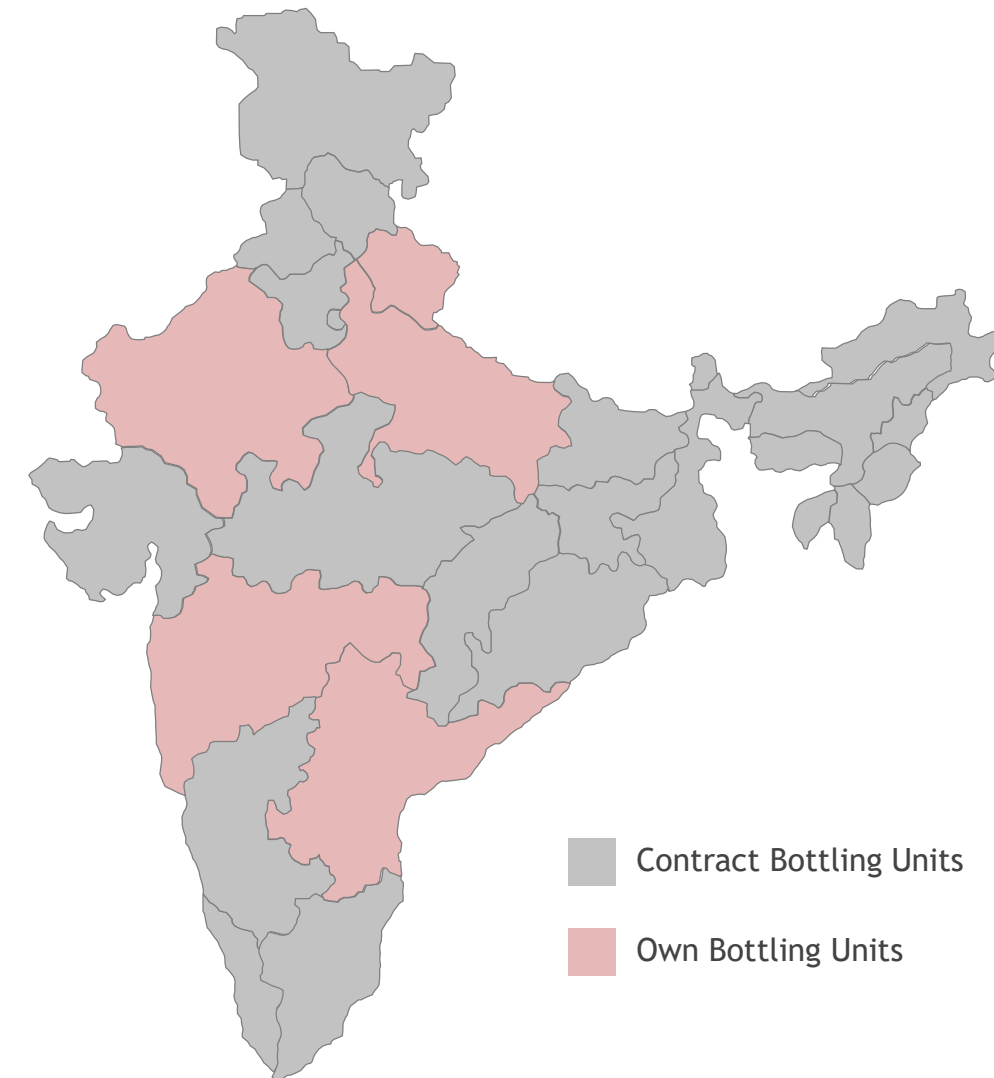
- Total capacity of 157 million litres
- Three distilleries in the largest sugar producing state of Uttar Pradesh, minimizing supply transport costs

2 Uttar Pradesh (Rampur) - 3 Distilleries (102 mn ltrs)

Category	Capacity (mn ltrs)	Utilization
Molasses	75.0	>90%
Grain Based	27.0	>90%
Malt based	0.5	>90%

3 Maharashtra (Aurangabad) - 1 Distillery under JV (55 mn ltrs)

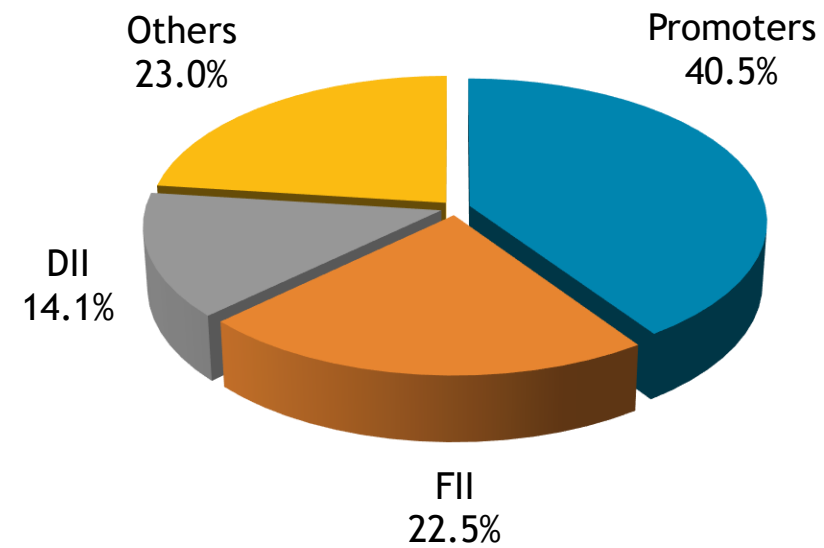
Category	Capacity (mn ltrs)	Utilization
Molasses	40.0	>90%
Grain ENA	15.0	>90%



Contract Bottling Units
Own Bottling Units



Shareholding Structure



- NSE: RADICO; BSE: 532497
- Market Capitalization: \$250 million (November 11, 2016)
- Share Outstanding (September 30, 2016): 133,038,765



Senior Management Team

Key Executives	Background
Dr. Lalit Khaitan <i>Chairman & Managing Director</i>	Dr. Khaitan studied at Mayo College, Ajmer and holds a Bachelor's degree in commerce, and has participated in a management course from Harvard University. He is on the managing committee of a number of associations, including the PHD Chamber of Commerce and Industry, the Associated Chamber of Commerce and Industry of India, All India Distillers Association, Uttar Pradesh Distillers Association and Confederation of Indian Industry. Dr. Khaitan has 50 years of industry experience. He has been awarded the lifetime achievement award by the Confederation of Indian Alcoholic Beverage Companies in 2005 and by Alcobev in 2008. Most recently been awarded the 'Legend of the Industry' at Spiritz 2014
Abhishek Khaitan <i>Managing Director</i>	Mr. Khaitan joined Radico in 1996. He holds a Bachelor's degree in engineering in industrial production, as well as qualifications in managerial finance and managerial accounting from Harvard University. He has 19 years of industry experience and was named the Top Entrepreneur of the Year by Inspirit in 2008. Has also received the Indspirit 2014 'Young Entrepreneur of the Year' Award
K.P. Singh <i>Director, Production</i>	Mr. Singh is also the Occupier (as such term is defined under the Factories Act) of the Company's factory in Rampur, Uttar Pradesh. He holds a Bachelor's degree in science. Mr. Singh has over 45 years of experience in the liquor industry and has been associated with the Company for over two decades
Dilip. K. Banthiya <i>Chief Financial Officer</i>	Mr. Banthiya is a fellow member of the Institute of Chartered Accountants of India (ICAI). He has 31 years of experience in corporate finance, treasury, international finance and corporate mergers and acquisitions activity in India. He was invited to the CFO100 Roll of Honour 2012 in recognition of excellence. Mr. Banthiya has been associated with various professional bodies and committees



Structure and Management

Senior Management Team (continued)

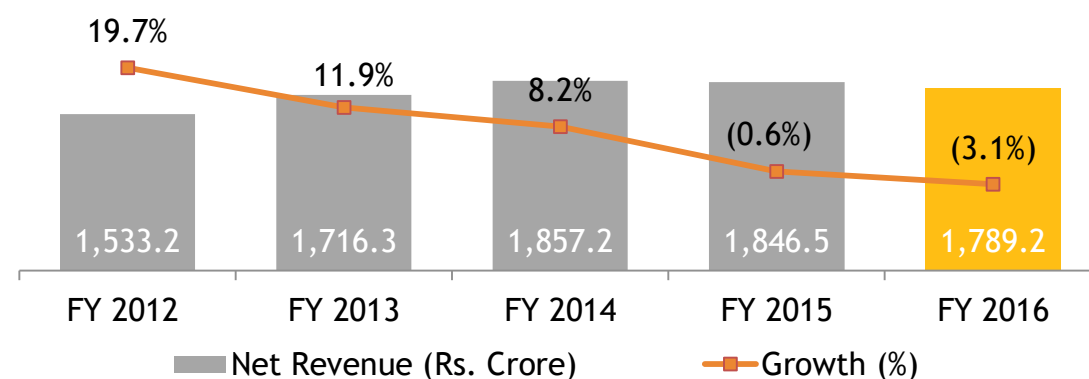
Key Executives	Background
Rahul Gagerna <i>President, Sales & Marketing</i>	Mr. Gagerna holds an MBA from University of Chicago Booth School of Business. He joined Radico in 1996 and has played a pivotal role in the success of brands such as 8PM whisky, Old Admiral brandy, Magic Moments vodka and Morpheus brandy. He has over 20 years of experience in the liquor industry. Prior to Radico Khaitan, Rahul has worked with Rajasthan Breweries
Sanjeev Banga <i>President, International Business</i>	Mr. Banga has a Bachelor's degree in commerce from DAV College, Jalandhar and a Master's degree in Business Administration from Punjab University. He has over 30 years of experience, having previously worked for Seagram India, Nestle India, Kohinoor Foods, Mason and Summers Alcobev, and Godfrey Phillips India, before joining Radico in 2008
Ankur Sachdeva <i>President, Defence and Institutional Sales & Marketing</i>	Mr. Sachdeva is a graduate from Delhi University and holds a Post Graduate Diploma in Sales & Marketing from Holmes College, Melbourne, Australia. He joined Radico in October 2010. Prior to this, he was working with William Grant & Sons, heading their Business Development function in South Asia for almost 10 years. He has a total industry experience of 21 years in the International Drinks and the Duty Free business



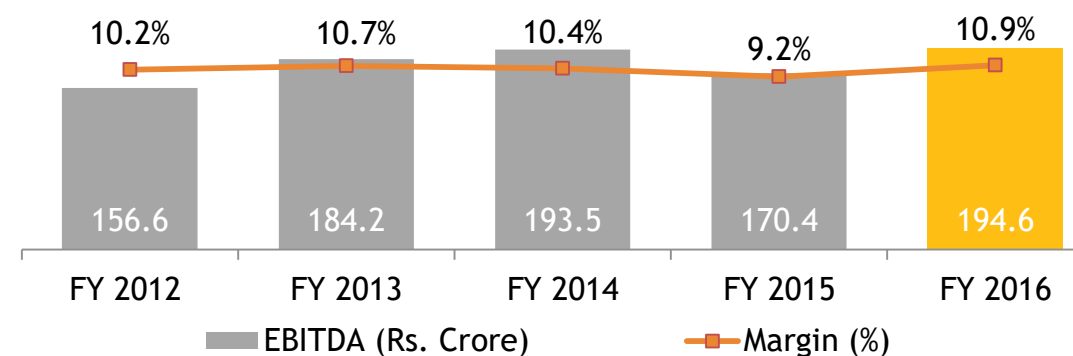
Financial Performance

Historical Financial Performance

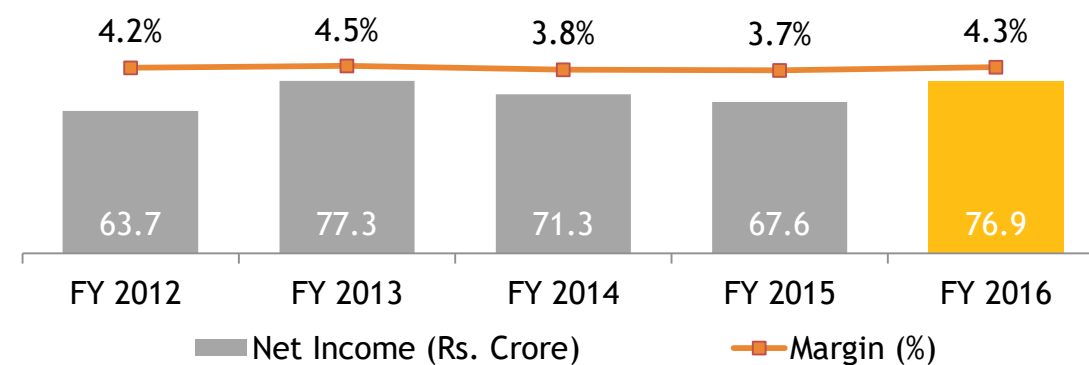
Net Revenue¹



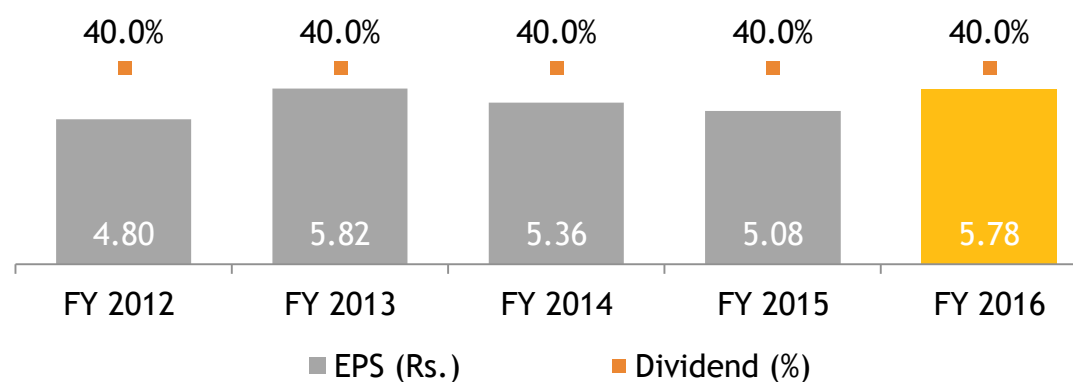
EBITDA² and Margin



Net Profit and Margin



EPS and Dividend Payout



Notes:

- 1 Net revenues includes sales from CBU's
- 2 Margins calculated based on revenue including CBU sales

Financial Performance

Q2 and Half Year FY2017 Financial Performance (Ind AS)

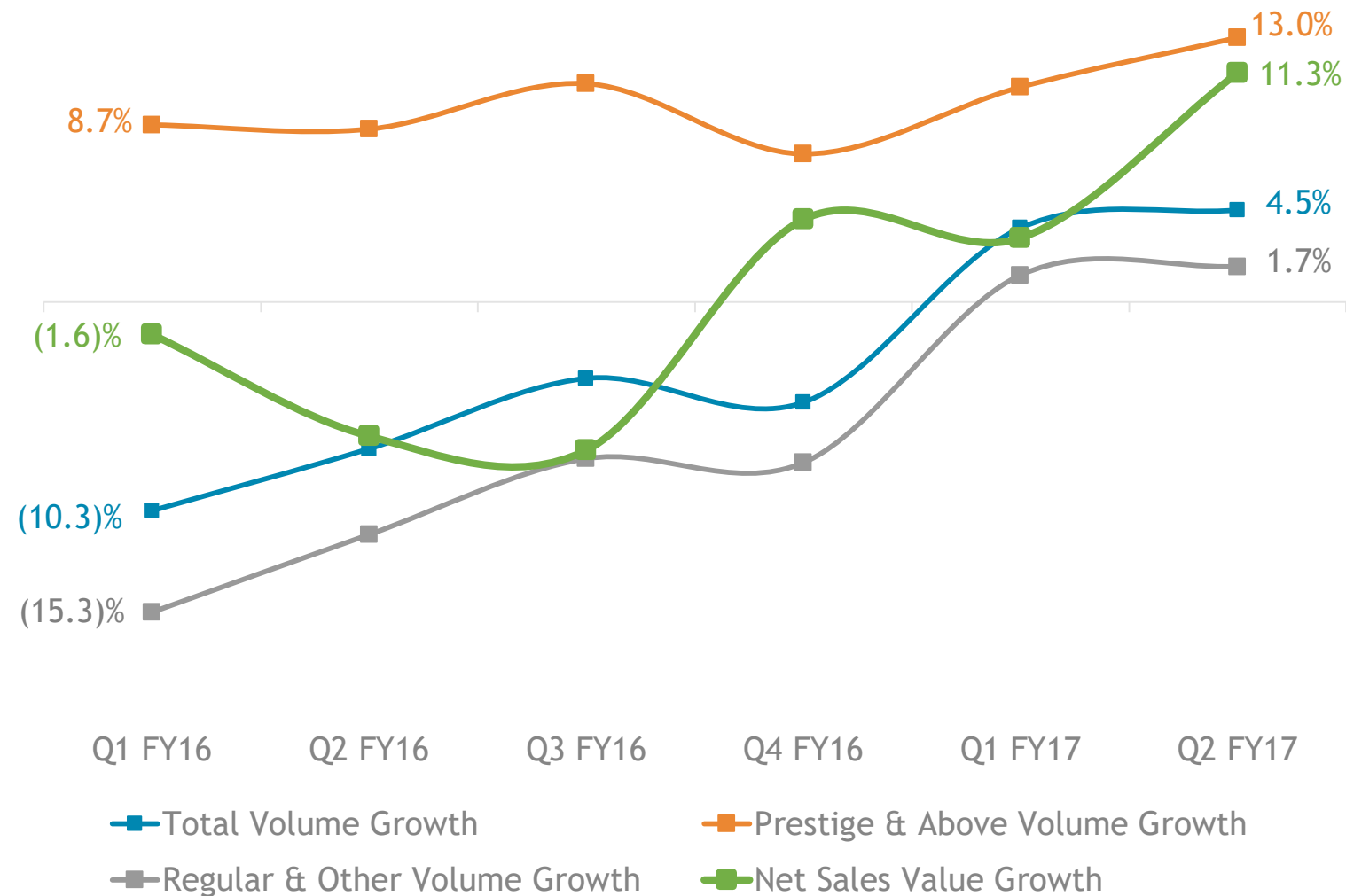
(Rs. Crore)	Q2		y-o-y	Half Year		y-o-y
	FY2017	FY2016	Growth (%)	FY2017	FY2016	Growth (%)
Gross Sales	1,202.8	1,012.0	18.9%	2,407.5	2,101.2	14.6%
Net Sales	438.7	394.3	11.3%	860.8	802.7	7.2%
EBITDA	56.8	49.0	15.8%	113.9	95.9	18.7%
<i>EBITDA Margin (%)</i>	12.9%	12.4%		13.2%	11.9%	
Net Income	21.8	17.1	27.4%	43.3	34.3	26.3%
<i>Net Income Margin (%)</i>	5.0%	4.3%		5.0%	4.3%	
Basic EPS (Rs.)	1.64	1.29	27.4%	3.26	2.58	26.3%

Net Sales excludes Other Operating Income.

Pursuant to the Companies (Indian Accounting Standards) Rules 2015 (Ind AS) issued by the Ministry of Corporate Affairs, the Company has prepared the financial results for Q2 and H1 FY2017 in accordance with the requirements of Indian Accounting Standards (Ind AS).

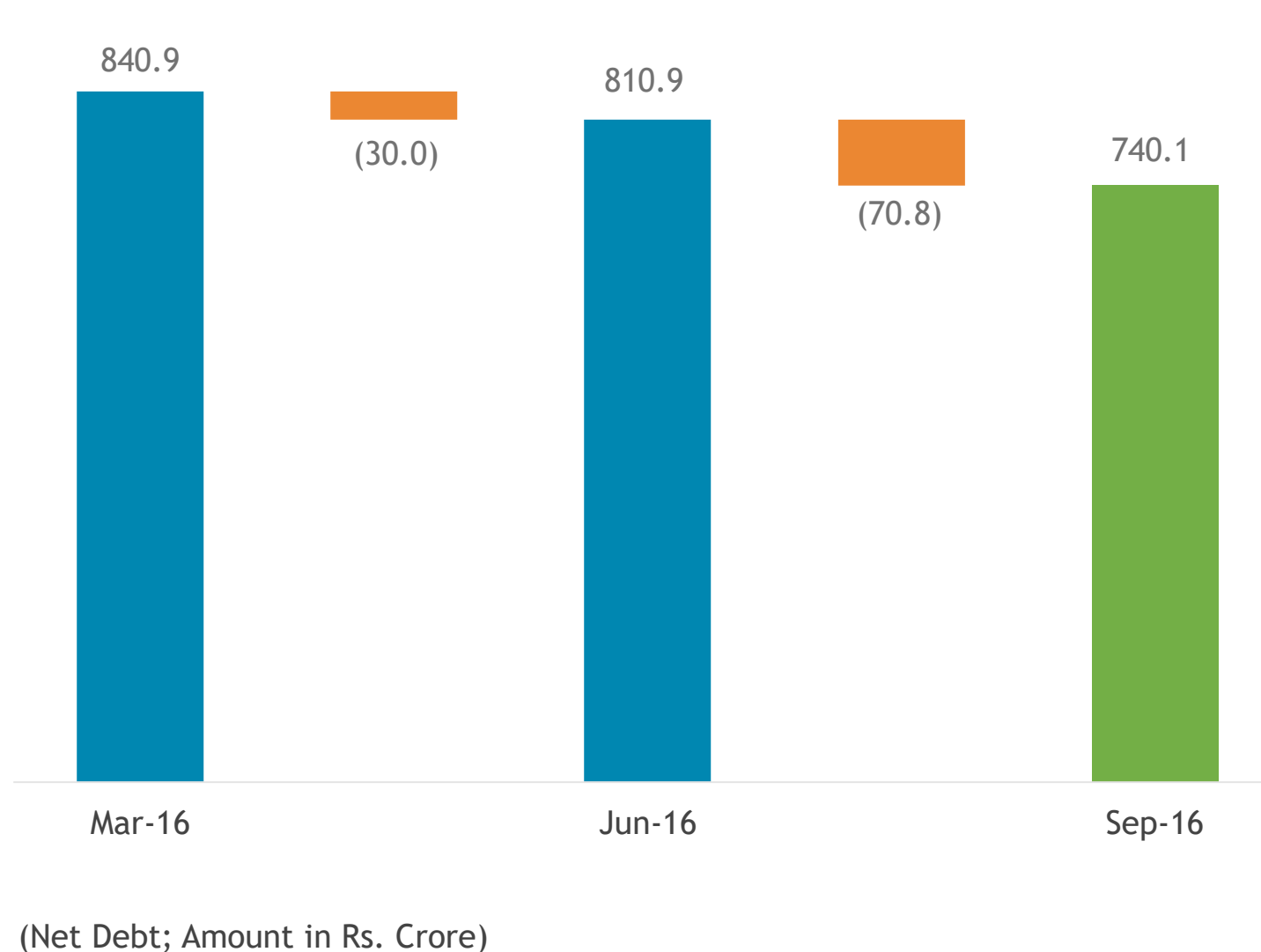
The results for Q2 and Half Year FY2016, have also been restated by the Company as per the requirements of Ind AS.

Overall Strong Top Line Performance Leading to Profitability Improvement



- Continue to gain market share in the white spirits category (Magic Moments currently holds over 50% of the vodka market share)
- New launches (e.g. Magic Moments Electra) benefit from increased consumer acceptability and gain traction
- Select launches and brand development strategy to drive growth in the near term

Ongoing Deleveraging and Cash Flow Generation

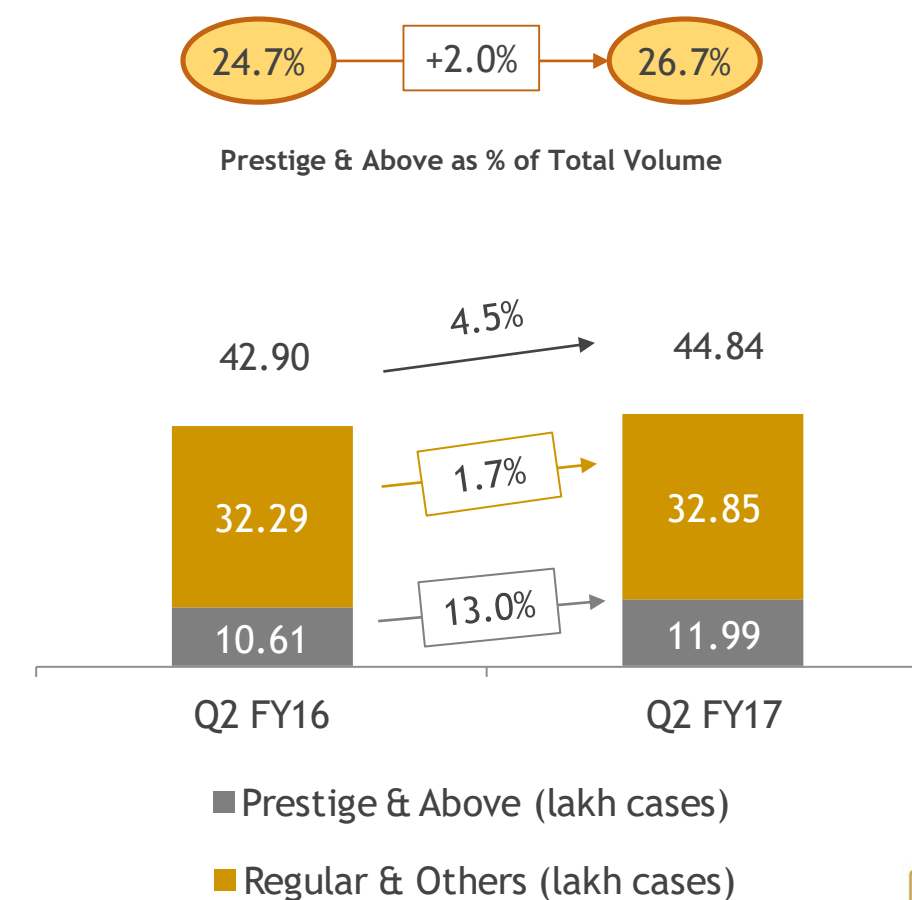


- Longstanding focus on premiumization coupled with cost optimization efforts resulted in improved profitability and cash flow generation
- This resulted in bringing the Net Debt down from Rs. 840.9 Cr in March 2016 to Rs. 740.1 Cr as at the end of September 2016
- Ongoing deleveraging expected to reduce the interest cost in the coming quarters

Operational Performance

Prestige & Above brands have grown at a 5 year CAGR of 14.3%

(lakh cases)	FY2012	FY2013	FY2014	FY2015	FY2016
Prestige & Above	25.83	30.80	37.17	40.43	44.02
<i>Growth (%)</i>	<i>21.8%</i>	<i>19.2%</i>	<i>20.7%</i>	<i>8.8%</i>	<i>8.9%</i>
Regular & Others	151.11	159.29	166.43	154.45	137.91
<i>Growth (%)</i>	<i>8.1%</i>	<i>5.4%</i>	<i>4.5%</i>	<i>(7.2)%</i>	<i>(10.7)%</i>
Total	176.94	190.09	203.60	194.88	181.93
<i>Growth (%)</i>	<i>9.9%</i>	<i>7.4%</i>	<i>7.1%</i>	<i>(4.3)%</i>	<i>(6.6)%</i>
<i>Prestige & Above as a % of Total</i>	<i>14.6%</i>	<i>16.2%</i>	<i>18.3%</i>	<i>20.7%</i>	<i>24.2%</i>



The Millionaire's Club 2016

Top 30 Vodkas		VOLUME: MILLIONS OF 9-LITRE CASES					
BRAND	OWNER	2011	2012	2013	2014	2015	% +/-
Smirnoff	Diageo	24.7	25.8	26.1	25.6	25.7	0%
Absolut	Pernod Ricard	11.0	11.5	11.5	11.1	11.0	-1%
Khortytza	Global Spirits	7.5	7.7	6.4	7.1	7.3	3%
Khlibniy Dar	Bayadera Group	9.4	8.0	7.2	6.6	6.3	-4%
Zubrówka	Roust	3.5	3.9	4.4	5.2	6.2	18%
Five Lakes (Pyat Ozer)	Alcohol Siberian Group	6.7	7.0	6.3	5.5	4.2	-24%
Svedka	Constellation Brands	3.7	3.9	4.0	4.2	4.1	-1%
Krupnik	Belvédère	4.5	5.1	5.0	3.5	4.0	14%
Skyy	Gruppo Campari	3.5	3.7	3.8	3.9	4.0	3%
Grey Goose	Bacardi	3.8	3.8	3.9	4.0	4.0	0%
Medoff	Eastern Beverage Company	5.5	5.4	5.5	3.6	3.7	1%
Magic Moments	Radico Khaitan	2.2	2.5	2.9	3.2	3.5	9%
Belenkaya	Synergy	7.1	7.3	6.1	4.7	3.5	-26%
Morosha	Global Spirits	-	1.8	3.3	3.3	3.4	4%
Stolichnaya	SPI Group	3.3	3.4	3.3	3.4	3.4	0%
Russian Standard	Roust	2.6	2.9	3.0	3.1	3.2	3%
Finlandia	Brown-Forman	3.1	3.2	3.5	3.2	3.1	-3%
Burnett's	Heaven Hill	1.9	2.0	2.4	2.6	2.9	10%
Dobriy Medved	Status Group	-	-	0.6	0.9	2.6	173%
Cîroc	Diageo	1.5	2.1	2.2	2.6	2.6	0%
Soplica	Roust	1.1	1.4	2.0	2.0	2.5	26%
Pinnacle	Beam Suntory	-	1.9	2.8	2.6	2.5	-1%
Green Mark	Roust	9.3	6.9	6.0	4.2	2.5	-40%
Zoladkova Gorzka De Luxe	Stock Spirits Group	4.5	4.3	4.5	4.2	2.5	-41%
Kalina Krasnaya	Status Group	-	-	-	-	2.5	-
Staraya marka	Status Group	-	-	1.2	0.7	2.4	242%
Ketel One	Diageo/ Nolet Spirits	2.2	2.2	2.4	2.4	2.4	0%
Sobieski	Belvédère	2.8	2.3	2.2	2.0	2.0	0%
Gosudarev Zakaz	Synergy	1.1	1.3	1.6	1.7	1.8	6%
Talka	Roust	0.6	2.6	2.8	2.8	1.8	-36%

Magic Moments ranked 12th among the top 30 vodka brands globally

8PM ranked 18th among the top 30 Whiskies globally

Contessa ranked 6th among the top Rum brands globally

Old Admiral ranked 5th among the top Brandy brands globally

Monde Selection Awards 2016



MONDE SELECTION AWARDS, 2016

Product Quality	Award
Magic Moments Vodka	Gold
Magic Moments Remix Green Apple Flavoured Vodka	Gold
Magic Moments Remix Lemongrass & Ginger Flavoured Vodka	Grand Gold
Morpheus Brandy	Gold
Magic Moments Remix Orange Flavoured Vodka	Gold
Magic Moments Remix Lemon Flavoured Vodka	Gold
Magic Moments Remix Chocolate Flavoured Vodka	Gold
Magic Moments Remix Raspberry Flavoured Vodka	Gold
M2 Verve Super Premium Vodka	Gold
M2 Verve Magic Moments Green Apple Premium Flavoured Vodka	Gold
M2 Verve Magic Moments Orange Premium Flavoured Vodka	Gold
Magic Moments Remix Peach Flavoured Vodka Grand	Gold
Magic Moments Electra Cosmopolitan	Silver
Magic Moments Electra Appletini	Silver
Magic Moments Electra Agent Orange	Silver
Magic Moments Electra Starry Night Martini	Silver

INTERNATIONAL SPIRITS CHALLENGE AWARDS, 2016

Product Quality	Award
Magic Moments Remix Chocolate Flavoured Vodka	Silver
M2 Verve Magic Moments Super Premium Vodka	Silver
M2 Verve Magic Moments Green Apple Premium Flavoured Vodka	Silver
Magic Moments Vodka	Bronze



New Launch: Rampur Single Malt - A salute to the royal heritage

- Takes forward the rich heritage of Rampur, a princely state of British India and the 75 years of distillation expertise of Radico Khaitan, the pioneers of legendary spirits in India
- Aged in the foothills of the Himalayas, Rampur is the Kohinoor of Single Malts
- The Rampur Indian Single Malt is presented in a distinguished canister packaging. Treasured in a robust stout bottle with a thick base, the overall appearance is of under-stated luxury
- The Rampur Indian Single Malt experience is enhanced with the addition of a cork with sleeve and a hand crafted silk pouch imparting a royal touch
- This product is currently launched in the international markets only



New Launch: Rampur Single Malt - A leap into the journey of creating super premium products and brands

Tasting Notes

- Aroma: Rich fruity top note, toffee in the background, floral, honey, dried fruits and hint of spice
- Appearance: Golden amber
- Palate: All round balanced taste with malty & creamy vanilla. Hint of fruits like apricot & apple with sweet & winey taste
- Finish: Rich & long finish



New Launch: Pluton Bay Premium Rum - Rare Exotic Rum. The Spirit of Adventure

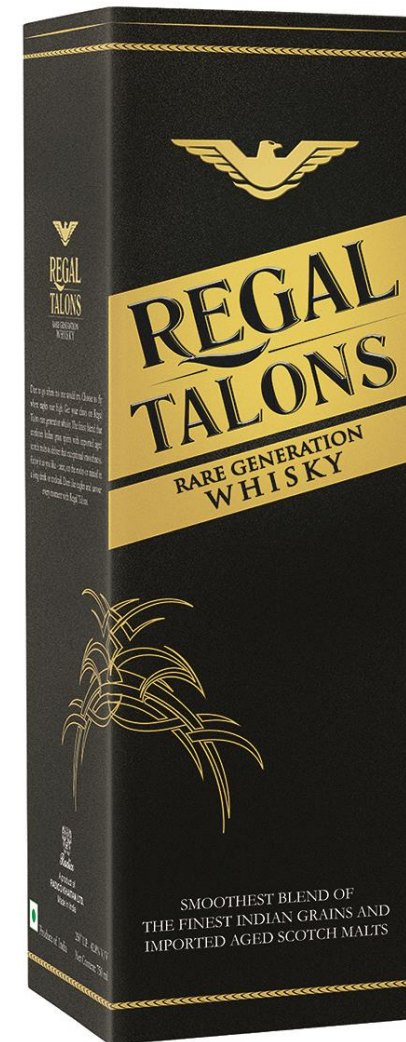
- **Product:** A unique experience, with a perfect blend of international design and world-class packaging. Rare and smooth taste, offering a premium blend
- **Packaging:** A key differentiator from the existing competition having a unique sleeve (one of its kind), a compass depicting the brand journey, an experience to remember. International packaging with the design depicting a lighthouse and deep seas capturing the spirit of exploration in a unique bottle
- **Positioning:** The Spirit of Adventure
- **Taste:** A rich, full and spicy dark rum. Caramel and spice on the nose. Palate: Smooth and medium-bodied rum. A suitable and fine mixing rum if ever there was one
- Launched in April 2016



New Launch: Regal Talons Semi Premium Whisky - A rare generation whisky

Brand Positioning

- The finest blend that combines Indian grain spirits with imported aged scotch malts to deliver an exceptional smoothness
- Regal Talons has been especially made for those who believe in conquering and always emerge as champions at every step with their unbeatable spirit
- The fine taste of Regal Talons sets free the spirit of passion & perfection and takes one to a new level of supremacy
- The smoothness of this whisky rolls on the tongue like silk and lets one savour it effortlessly, enjoying the finest things in life



Magic Moment ELECTRA - a premium ready-to-drink (RTD) product

- ELECTRA has been positioned to capture the significant market opportunity in the RTD segment
- Launched in three unique flavours after extensive research:
 - *Cosmopolitan*: Cranberry Base with the hint of lime
 - *Appletini*: Apple Flavour
 - *Agent Orange*: Orange base with carrot as a combination
- ELECTRA is triple distilled and triple filtered with carbon/ silver/ platinum
- Available in a premium packaging and a ring pull cap (first time ever introduced in a RTD product in India)
- Within a few months of the June 2015 launch in the North and North Eastern states of India, ELECTRA has gained significant traction; received positive feedback from the consumers and trade channels



Cosmopolitan



Appletini



Agent Orange

Magic Moment ELECTRA - marketing campaign



Magic Moment ELECTRA Premium Chocolate & Coffee Flavour - marketing campaign

Starry Night Martini

Premium Chocolate & Coffee Flavour

If you are ready to play, then the blend is energy and sin. That's what coffee and chocolate brings to the new flavour of ELECTRA which is set to provoke your best move. Give in to an unstoppable urge for a smooth and refreshing experience of Starry Night Martini, ELECTRA.



'Zing up Life': Youth can do what they want on their terms and there's no dependency

Product: Magic Moments Vodka

- ⦿ Premium grain vodka
- ⦿ Produced from finest grains and triple distilled

Positioning:

- ⦿ Young, stylish and contemporary partner
- ⦿ Partner for celebration, fun, party... capturing your 'magical moments'
- ⦿ Communication emphasis on youth and naughtiness
- ⦿ **'Zing up Life'** : Youth can do what they want on their terms and there's no dependency
- ⦿ Packaging: See through frosted bottle - First in India
- ⦿ Direct printing on the bottle - First in India

Target consumer:

- ⦿ Tier I and Tier II cities
- ⦿ Young consumer aged 25-35 years
- ⦿ Early jobbers, executives, BPO employees
- ⦿ Annual income: Rs. 3-5 Lakhs



Magic Moments Vodka - Marketing Campaign



Magic Moments Flavoured Vodka - Marketing Campaign



Go getter and an achiever; Has tasted success in his field

Product: Morpheus Brandy

- ⦿ Aged premium brandy

Positioning:

- ⦿ Named after the Greek God of dreams - Morpheus
 - ⦿ the dreams of the Kings and the Heroes
 - ⦿ links in well with reflections, success, ambition and dreams
- ⦿ Shape of bottle: Inspired from a brandy goblet. With the cap on it, looks like an inverted goblet

Target consumer:

- ⦿ Male aged 28 to 40 years
- ⦿ Businessman, corporate professionals
- ⦿ One who currently drinks premium brandy and whisky, and occasionally cognac
- ⦿ Attitude: Go getter and an achiever; Has tasted success in his field



Morpheus Brandy - Marketing Campaign



'Verve Unleashed' for the young, energetic, self confident and self motivated ones

Product: Verve Vodka

- ⦿ A unique vodka experience, with superior grains and distinct distilling process create a smooth taste, a true expression of a super premium vodka
- ⦿ A perfect balance of character and ultra purity defined by special one micron guard filter
- ⦿ Smoothness redefined from unique 5 stage slow filtration process using silver and platinum polishing filter
- ⦿ Edgy, contemporary cult design, with a unique see through window & back design

Positioning:

- ⦿ Energetic, outgoing, spontaneous, pack leader.
- ⦿ Communication emphasis on energetic, innovative and stylish super premium offering

Target consumer:

- ⦿ 18 to 35 age , Tier 1, 2 cities
- ⦿ Students of legal drinking age, first job, self employed, professionals
- ⦿ Self motivated, opinionated and continuously evolving consumer
- ⦿ Unbridled optimism, upwardly mobile and highly experimentative



Verve Vodka - Marketing Campaign



It's where fun and action begins and party never stops

Product: After Dark Whisky

- ⦿ Fine grain whisky
- ⦿ Blend of rare old grain and malt whiskies from around the world

Positioning:

- ⦿ Night has different connotations for different people, it unfolds differently and brings a unique world of desire, adventure and excitement
- ⦿ It's where fun and action begins and party never stops
- ⦿ Packaging: Canister imparts an international appeal cuing towards premiumness
- ⦿ Contemporary and Premium: Bottle shape, blue-black theme

Target consumer:

- ⦿ Aged 25-35 years
- ⦿ Who drinks about 3 times a week
- ⦿ Middle level employee or businessman
- ⦿ Monthly household income: Rs. 30K to 50K
- ⦿ Consumers who now want a stylish and contemporary alternate from their current Brand (Royal Challenge, Signature and Royal Stag)



After Dark Whisky - Marketing Campaign



Corporate Social Responsibility

CSR is an integral part of the Company's strategy



Academic excellence awards in Rampur, UP

Key Takeaways

Radico has an Unique Market Positioning in the Indian Spirits Industry

Strong portfolio of market leading premium brands

Deep understanding of premium beverage alcohol consumers

Positioned to capitalize on the growing Indian consumer demographic

Innovation for successful brands creation

Robust distribution network to connect with consumers

Talented management team with significant industry experience



Vision, Mission and Values

Vision, Mission and Values

Our Vision: To go to the depth of the consumer's heart and be his friend forever

Our Mission: To provide consumers with quality products and services through technology and innovation, and in the process ensure market leadership and build timeless brands

Our Values

People | Quality | Excellence | Integrity | Customer Focus





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