

RKL/SX/2025-26/38

July 28, 2025

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
Scrip code: RADICO

Subject: Presentation

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 a Presentation dated July 28, 2025 issued by the Company announcing the launch of a New Luxury Vodka, ‘The Spirit of Kashmir’.

The copy of above presentation 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

Email Id: investor@radico.co.in

Encl: A/a

RADICO KHAITAN LIMITED
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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.radicokhaitan.com
CIN No.: L26941UP1983PLC027278

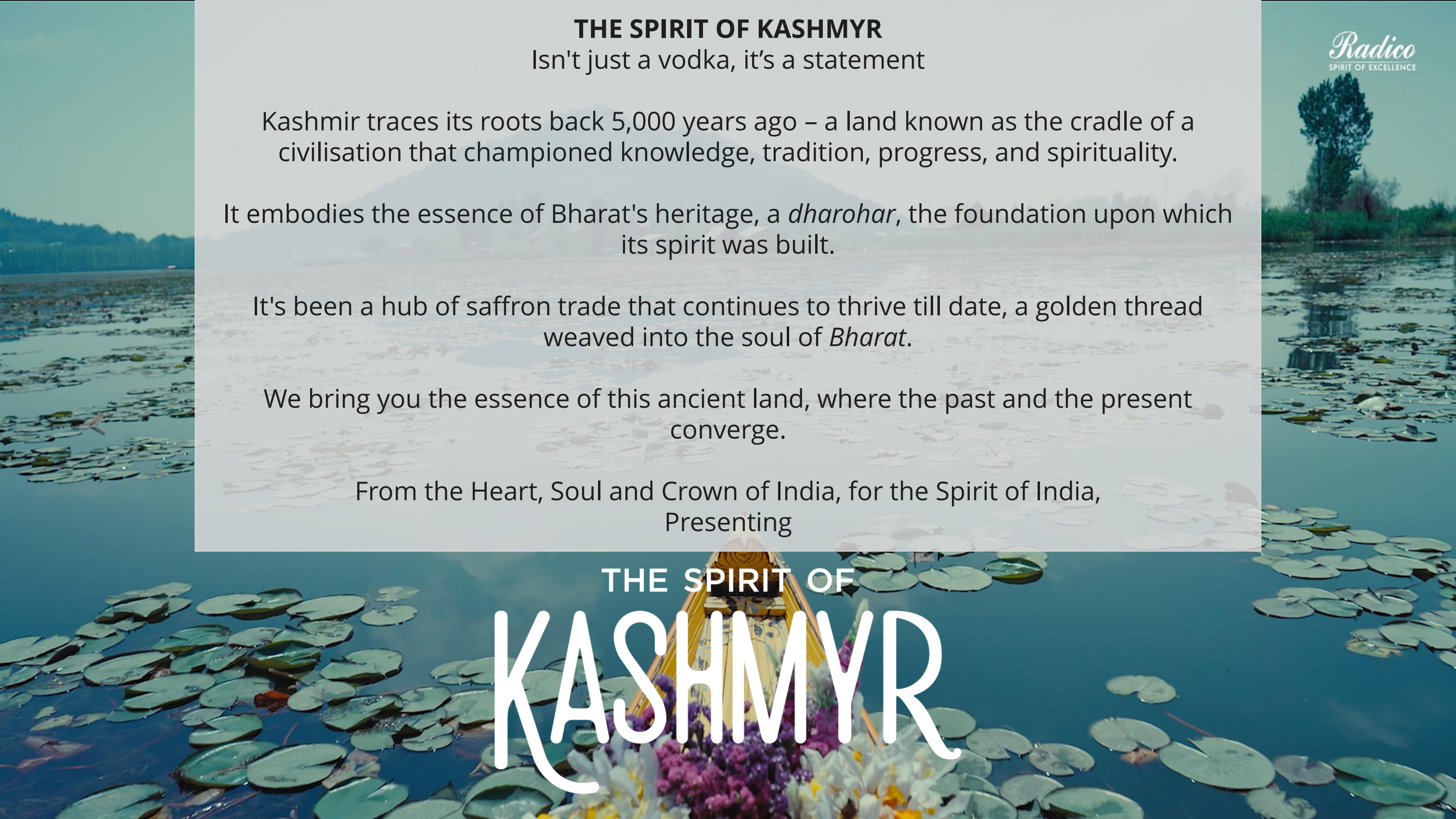


Radico
SPIRIT OF EXCELLENCE

Launch of a New Luxury Vodka

THE SPIRIT OF
KASHMYR

July 28, 2025



THE SPIRIT OF KASHMYR

Isn't just a vodka, it's a statement

Kashmir traces its roots back 5,000 years ago – a land known as the cradle of a civilisation that championed knowledge, tradition, progress, and spirituality.

It embodies the essence of Bharat's heritage, a *dharohar*, the foundation upon which its spirit was built.

It's been a hub of saffron trade that continues to thrive till date, a golden thread weaved into the soul of *Bharat*.

We bring you the essence of this ancient land, where the past and the present converge.

From the Heart, Soul and Crown of India, for the Spirit of India,
Presenting

THE SPIRIT OF
KASHMYR

Radico
SPIRIT OF EXCELLENCE





The magik of ashmyr

Born in the Himalayas,
The Spirit of Kashmir
is pure indulgence
bottled into two
refined expressions.



Indulge in
the journey
of crafting
The Spirit of
Kashmyr.



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Essence of Kashmir in Every Drop

Pampore Saffron

World's finest saffron redefining luxury

Himalayan Spring Water

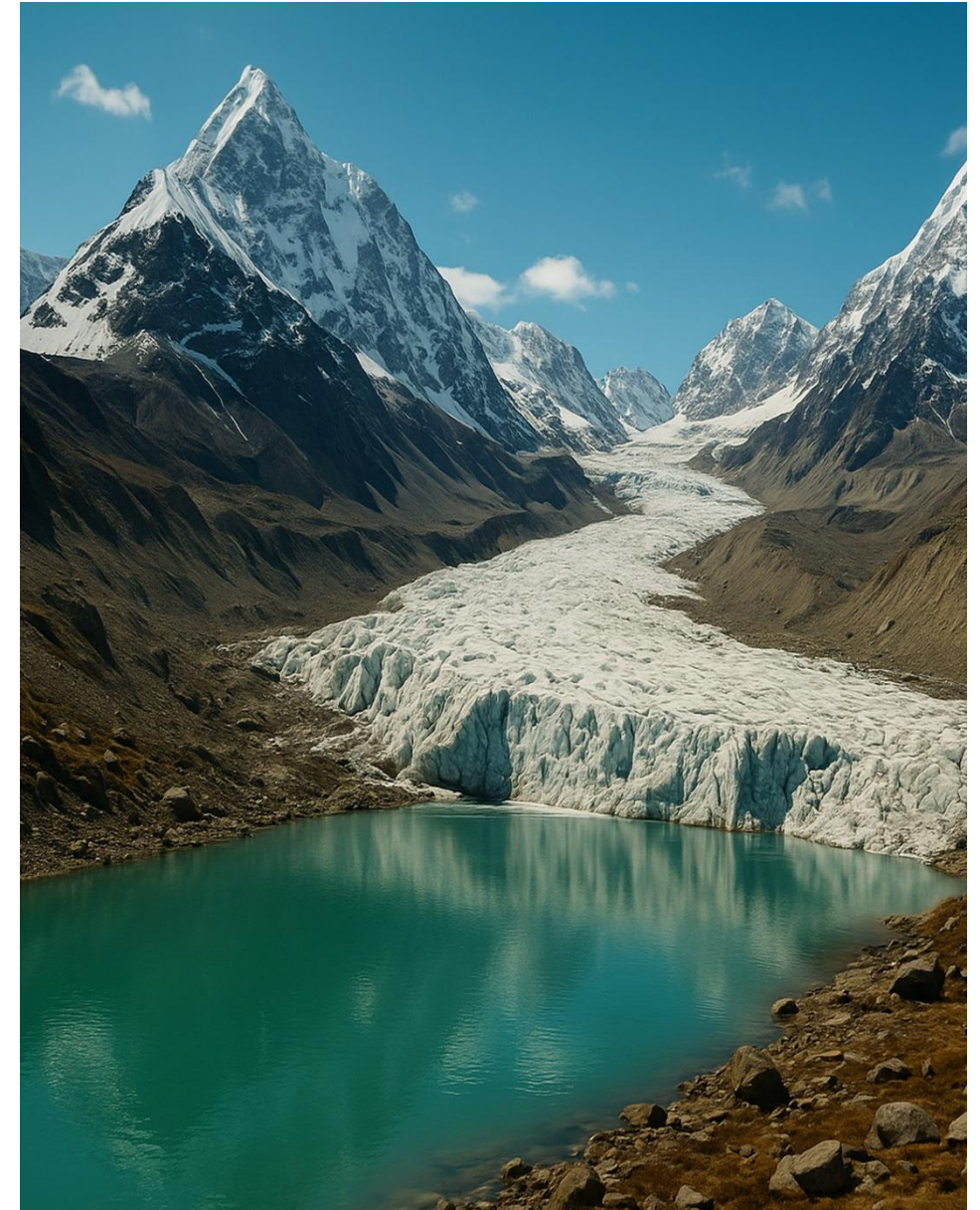
Sourced from pristine mountain glaciers

Distilled from the Finest Grain

Cultivated in fertile valley soils

Diamond Filters

Enhanced purity and smoothness



Indicative MRP (₹/Bottle)



Roll out begins in Uttar Pradesh, followed by Goa, Maharashtra and other key markets;
It is priced at Rs. 3000 and 2500, respectively for the saffron and natural variant, in Uttar Pradesh

Born of the valley, shaped by its stories.

Radico
SPIRIT OF EXCELLENCE

Introducing *The Spirit of Kashmir*, a tribute to the timeless beauty, the living heritage, and the soul of Kashmir.

In every drop, there's the silence of snow, the richness of culture, and the spirit of a land that has captivated hearts for centuries.

Indulge in *The Spirit of Kashmir* Indian Natural Vodka, and get transported to paradise on earth.



THE SPIRIT OF KASHMYR

Company Overview

Largest Indian IMFL Company



1943

Year of
Incorporation

80+ years of experience in spirits making. One of the most recognized IMFL brands in India

321

Million liters

One of the largest spirits manufacturers. Capacity expanded from 160 mn liters to 321 mn liters

44

Bottling
units

Strategically limiting interstate taxes and transport costs. Five own, 39 contract and royalty bottling units spread across the country

100,000

Retailers

Strong distribution network. Sale through over 100,000 retail and 10,000 on premise outlets

FY2025 IMFL
Volume

31.4

million cases

Growth of 9% Y-o-Y; Prestige & Above brand contribution to IMFL volumes of 46.1%; 69.4% in value terms

FY2025
Net Revenue

4,851

(Rs. Crore)

Growth of 18% Y-o-Y; EBITDA margin of 13.8% of Net Sales

Brand Portfolio

Most brands launched in the last fifteen years have been in the premium category

The Legacy (1943 – 1996)

- 1943: The Rampur Distillery Company was established
- Manufactured high quality spirit for branded players and to the armed forces / canteen stores
- Gained significant experience as manufacturer of spirits and bottler for other companies
- 1996: Mr. Abhishek Khaitan joined the family business and instilled the idea of creating own brands

Platform for Brand Creation (1998 – 2006)

- Started the branded IMFL division and launched its first brand 8PM Whisky in 1998
- 8PM became a millionaire brand within the first year of its launch
- Achieved sales volume of 10 Million cases volumes
- Made investment at the Rampur facility for creating a strong manufacturing platform for IMFL
- Developed strong marketing machinery; Established pan-India selling and distribution setup

Premiumization (2006 onwards)




















- After creating brands in the high-volume regular categories, launched the first product in the premium category, Magic Moments Vodka in 2006
- Followed by Morpheus Super Premium Brandy, Magic Moments Verve Super Premium Vodka and other brands

Luxury Brands (2016 onwards)

- 2016: Launched Rampur Indian Single Malt luxury whisky
- Followed by Jaisalmer Indian Craft Gin, Royal Ranthambore Whisky, Sangam World Malt, etc.

Brand Portfolio

Broad choice for consumers with focus on premium brands

Indicative MRP	Whisky	Rum	Brandy	Vodka	Gin
Luxury (US\$ 50+)					
Semi Luxury (US\$ 15+)					
Super Premium (US\$ 10-15)					
Semi-Premium / Premium (US\$ 8-10)	 <div>MS: 5%</div>			 <div>MS: 80%</div>	
Deluxe (US\$ 6-8)		 <div>CSD MS: 18%</div>			
Regular (<\$US 6)	 <div>MS: 15%</div>	 <div>CSD MS: 15%</div>			



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