

RKL/SX/2025-26/37

July 28, 2025

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

**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 – 400051  
**Scrip code: 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 a Press Release dated July 28, 2025 issued by the Company announcing the launch of a new luxury vodka, ‘The Spirit of Kashmir’.

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**

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

*Encl: A/a*

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CIN No.: L26941UP1983PLC027278

**Radico Khaitan debuts in the Luxury Vodka Segment with the launch of 'The Spirit of Kashmir'**

*All set to evolve the luxury game, The Spirit of Kashmir has arrived; not just a vodka, but a statement rooted in opulence, heritage and indulgence*

**New Delhi, India, July 28, 2025** – Celebrating the timeless allure of Kashmir, Radico Khaitan Ltd. one of the largest homegrown alcohols companies, proudly announces the launch of *The Spirit of Kashmir*, a true luxury vodka. The roll out begins in Uttar Pradesh, followed by Goa, Maharashtra and other key markets across the country. With this latest innovation, the Company strengthens its premiumisation journey, blending tradition, elegance, and contemporary craftsmanship.

Inspired by the soul of Kashmir and infused with its rarest treasures, *The Spirit of Kashmir* is more than a spirit, it is an experience drawn from the snow-kissed landscapes of the valley, the regal warmth of Pampore saffron, and the poetic stillness of Dal Lake at dawn. The brand introduces two exquisite variants – Indian Natural Vodka and Indian Saffron Vodka, each crafted to reflect the purity, depth, and heritage of its origin.

Commenting on the launch, **Abhishek Khaitan, Managing Director, Radico Khaitan**, said, *"With The Spirit of Kashmir, we mark a pivotal milestone in Radico Khaitan's premiumisation journey. As India's largest vodka makers, we bring deep category expertise and an unparalleled understanding of the craft. Coupled with our nuanced appreciation of luxury, we are well positioned to build brands that are elevated, authentic, and globally benchmarked. This launch reflects our confidence and commitment to creating world-class brands that celebrate India's rich heritage while resonating deeply with the evolving tastes of modern consumers. This vodka is created with an aspiration to transform into a leading global brand. It is a step forward that aligns perfectly with our long-term vision to redefine the Indian alcohol landscape through innovation, excellence, and distinction."*

At the heart of this luxury vodka lies Pampore saffron, an ingredient as rare as it is regal, steeped in centuries of Indian heritage and once reserved for royalty. Today, that timeless essence has been captured in a spirit that invites you to sip, reflect, and connect, with both self and soil. Every element has been meticulously selected to honour the land it draws from. The glacier-fed Himalayan Spring water, untouched and pristine, brings unparalleled clarity, while Himalayan grains lend a delicate softness and rich body. Adding to its allure is the bottle itself, a visual ode to Kashmir's natural splendour. The bottle beautifully captures the ethereal charm of Kashmir's changing skies. Its artwork gracefully transitions from the snow-capped Himalayan peaks to the delicate saffron flower, every hue pays homage to the valley's poetic beauty. Topped with an exquisitely crafted, crystal-clear cork, reminiscent of Kashmir's Mountain springs. The result is a collectible masterpiece that elevates any shelf it graces, cherished and admired as a timeless work of art. *The Spirit of Kashmir* embodies the essence of *Bharat's* heritage, the foundation upon which its spirit was built.

Bottling the luxurious saffron, **Amar Sinha, Chief Operating Officer at Radico Khaitan**, stated *"The Spirit of Kashmir is a proud tribute to the soul of Bharat, a land where civilisation was born, where knowledge and beauty have thrived for over 5,000 years. Crafted from the rare saffron of Pampore and the pristine spring waters of the Himalayas, this vodka carries the essence of Kashmir, our crown, our pride, our heritage. With over 60% market share in the vodka segment, we are proud to lead from the front. With this foray into luxury vodka, we are not just expanding our portfolio — we are poised to set new benchmarks in the category. This is our most heartfelt salute to the spirit of a nation that stands tall in its roots and richer in its identity."*

Recognising a clear gap in the industry, *The Spirit of Kashmir* proudly becomes India's first homegrown luxury vodka brand, a category-defining launch crafted to meet the rising demand for premium, culturally rooted experiences. Priced at INR 3000 and 2500, respectively, for the saffron and natural variant, in Uttar Pradesh, the product is also available in a convenient 180 ml pack size at INR 740 and INR 620, bringing a taste of Indian elegance to a wider audience.

To bring this story to life, *The Spirit of Kashmir* will be launched with a nationwide integrated campaign that captures the brand's essence through rich storytelling, evocative visuals, and immersive experiences. From digital to on-ground activations, the campaign is designed to celebrate India's timeless heritage and introduce a new era of luxury, born of the land, and elevated for the world.

Click for the campaign: <https://youtu.be/49MbggD27jQ>

*Radico*  
SPIRIT OF EXCELLENCE

**The magik of Kashmir**

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.

THE SPIRIT OF  
**KASHMYR**  
INDIAN SAFFRON VODKA

THE SPIRIT OF  
**KASHMYR**  
INDIAN NATURAL VODKA

STATUTORY WARNING: CONSUMPTION OF ALCOHOL IS INJURIOUS TO HEALTH. FOR CIRCULATION IN LIQUOR TRADING ONLY.

**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.

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