



Radico Khaitan Overview



Largest Indian IMFL company

1943 Year of Incorporation

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



One of the largest spirits manufacturers. Operates three distilleries and one joint venture



Strategically limiting interstate taxes and transport costs. Five own and 28 contract bottling units 8 royalty bottling units spread across the country

75,000 Retailers

Strong distribution network. Sale through over 75,000 retail and 8,000 on premise outlets

37.5% FY2023 Premium volume share

Consistently increasing Prestige & Above brand contribution to total IMFL volumes; 59.8% in value terms

FY2023 **Net Revenue** 3,143 (Rs. Crore)

With EBITDA margin of 11.4% of Net Sales





US \$1.6 Billion

Annual Revenues in excess of US\$ 1.6 Billion



Sales in excess of 25 mn cases



Employees

102 Countries

In Americas, Europe, Middle East, Africa, Asia & Oceania



### Millionaire's Club 2023



Fastest growing whisky globally

1st

Largest whisky globally

9th

Largest vodka globally

7<sup>th</sup>

Largest rum globally

8<sup>th</sup>

Largest brandy globally

3rd

India's Most Premium Brandy

Latest Entrant in Millionaire's Club













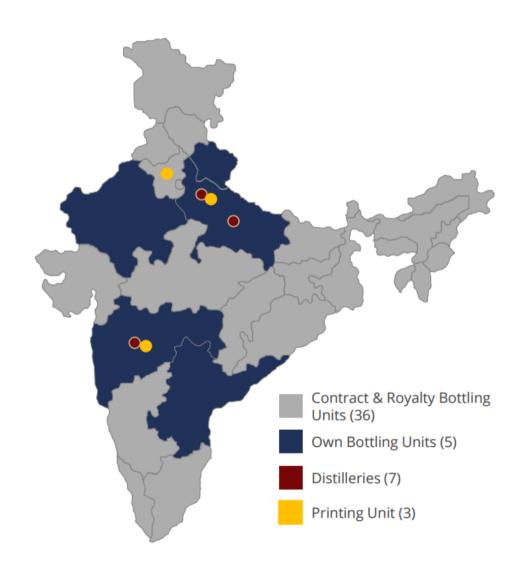


# Global Presence – 102 Countries & Growing



### **Manufacturing Capabilities**





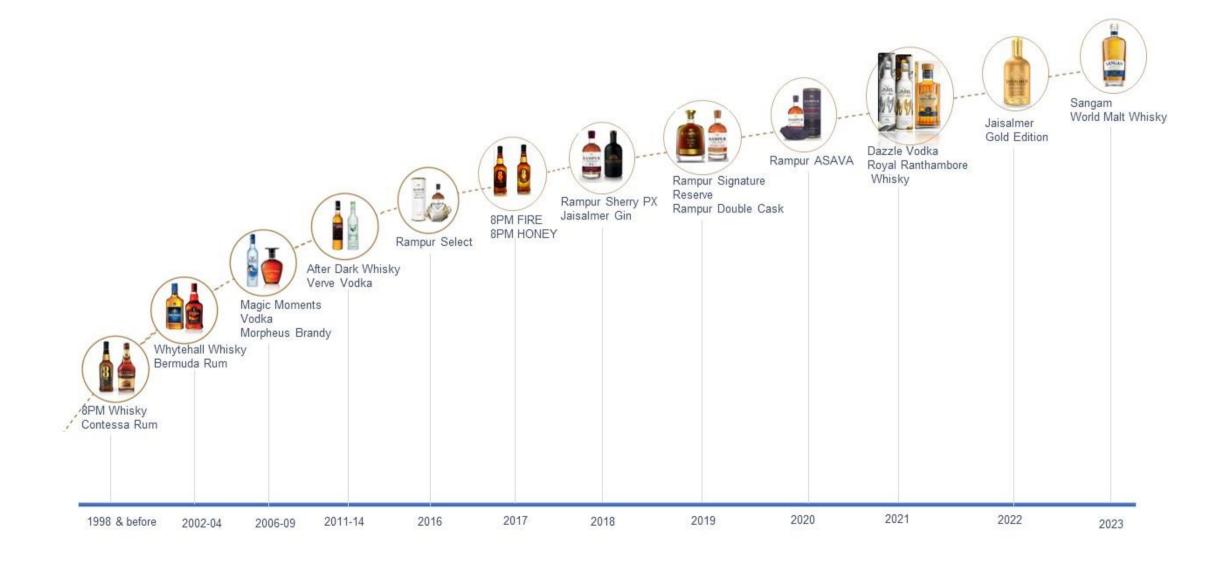
Location	Distilleries	Molasses	Grain	Malt	Total
		Capacity (million litres)			
Rampur	3	19.3	82.5	2.6	104.4
Sitapur	1	NA	108.9	NA	108.9
Aurangabad (Joint Venture)	3	42.0	66.0	NA	108.0
Total	7	61.3	257.4	2.6	321.3



### **History Innovation and Brand Building**



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







# **WHISKIES**





# Rampur Select Kohinoor of Single Malts





Rampur, a princely state of British India worthy of its 15 Gun salute, is know for its rich heritage and royal traditions. As connoisseurs of great taste, the royalty of Rampur indulged in the pleasures of pursuing perfection.

Originated at Rampur Distillery, this exquisite whisky bears fruity and spicy notes, with a hint of vanilla and caramel.

Discover the aromas and flavors that depict the essence of a long Indian summer.

Warm, Appealing, Long Finish, Generous & Rewarding.

Non-Chill Filtered

Available in 70cl and 75cl

http://www.rampursinglemalt.com Follow Us - @rampursinglemalt









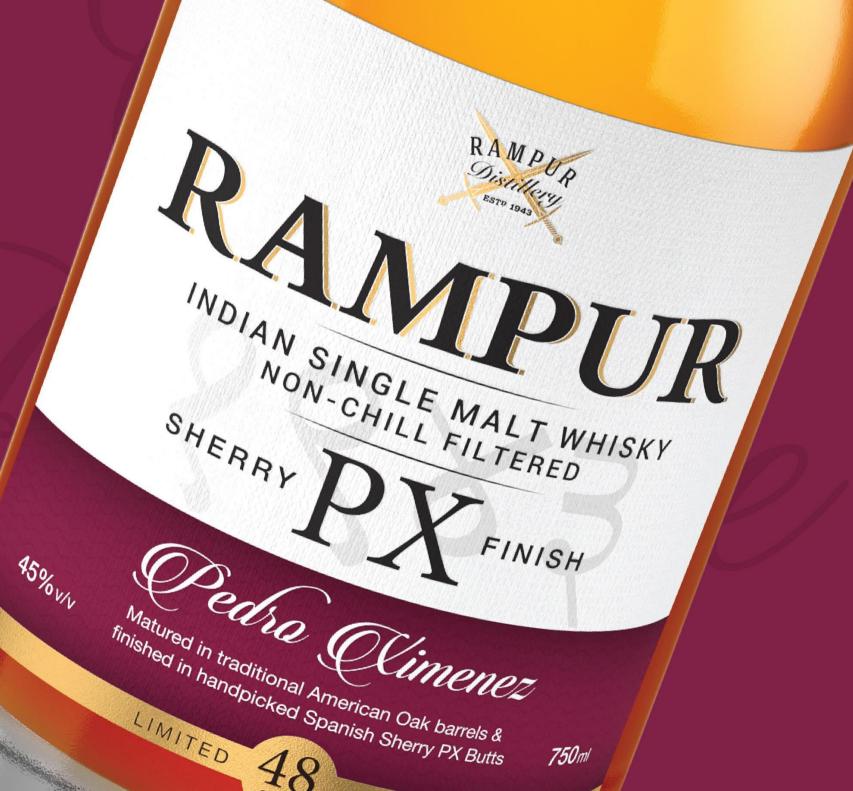
Double Gold San Francisco World Wine & Spirits Award 2017



Gold Medal Winner In Monde Selection 2017



#5 amongst top 20 Whiskies by Whisky Advocate



750ml



## Rampur Px Sherry

# Radico

Pedro Ximenez, Limited 48 casks



Matured in traditional American Oak barrels & finished in handpicked Spanish Sherry PX Butts.

NOSE – A flare of sweet spiced aroma evoking the nostalgic notes of toffee, dried fruits and cinnamon; a dash of creamy vanilla and rain forest honey follows.

PALATE – Rich sweet caramel twirled with layers of spices entice the taste buds to detect winey texture & mouthfeel.

FINISH – Long finish with dried fruits complementing the vanilla & honey after taste.

Available in 70cl and 75cl.



INDIAN SINGLE MALT WHISKY

Signature Reserve

CCelebrating  $75\,$  of Œistillery

CASK STRENGTH

43.9% v/v

THE RAMPUR MASTER MAKER

750m





### Rampur Signature Reserve



Celebrating 75 years of Distillery



One of the oldest Malt from India, by Rampur Distillery, has stood tall through changing times and weather. It has aged graciously through the Himalayan chill and sweltering North Indian heat, whilst keeping the greedy angels well fed. A Limited release of 400 bottles worldwide.

NOSE Wonderful intense notes of rich PX sherry, creamy vanilla & sweet toffee to start with, then slowly revealing the spicy note of cinnamon, dark dried fruits, Indian forest honey, nutty, tropical fruits and oaky notes.

PALATE – Immensely rich & creamy mouth coating followed by extra layers of sultanas, toffees, Christmas pudding and burnt cinnamon.

FINISH – True Luxury to sensorial pleasure.





# Rampur Double Cask Double Oak Wood Barrels





This beautiful expression has spent its two-third of its life in Hand Picked American Bourbon Barrels & one third in European Oak Sherry Casks.

NOSE – Full bodied aroma of topical fruits, smooth malty tones and oaky notes from double oak-wood barrels create an aura of flavors.

PALATE – Lustful elegance of sweet fruits riding on rich sherry for a blissful nirvana.

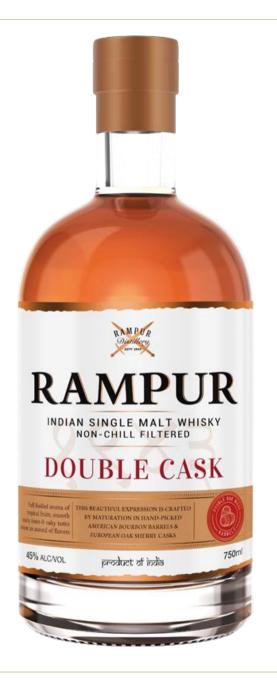
FINISH – Tantalisingly long, lingering and generous.

Available in 70cl and 75cl.



### **Accolades – Rampur Double Cask**







New York Spirit Challenge, 2023



Featured – Jim Murray, Whisky Bible, 2022



Gold Rating Whiskies of the World 2021



Gold Barleycorn, 2023



Gold Award The Spirits Business World Whisky Masters 2022



Gold Rating Whiskies of the World 2021



Grand Gold Monde Selection 2022



Gold Rating Whiskies of the World 2021



**POINTS** 

94 points Wine Enthusiast, 2021



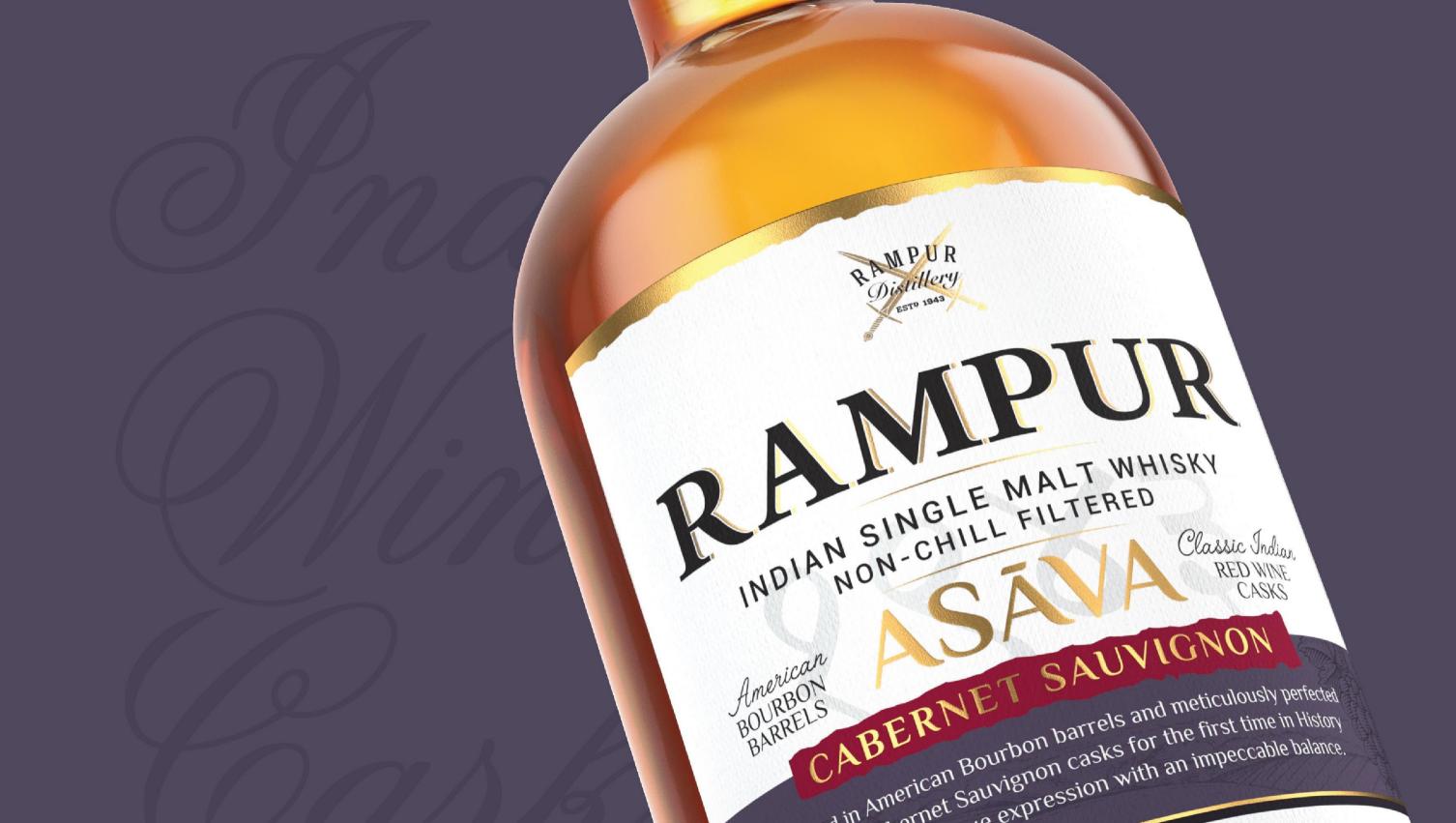
96 points Chilled 100 Spirits Award, 2022



Gold Rating Whiskies of the World 2021



93 points World Whisky Survey Whisky Advocate Magazine in 2019









Matured in American Bourbon barrels and meticulously perfected in Indian Cabernet Sauvignon casks for the first time in History resulting in a unique expression with an impeccable balance.

NOSE – Typical tropical fruity note of Rampur with added notes of apricot, blackberry & plum followed with a faint hint of tobacco and spices.

PALATE – Velvety, manuka honey sweetness highlighted by spicy oak, vanilla and balanced with dryness from Indian red wine.

FINISH – The Indian trail lingers with a medium finish.

Available in 70cl and 75cl.



### Accolades – Rampur ASAVA







Best World Single Malt & Double Gold, Barleycorn, 2023



Silver Award The Spirits Business World Whisky Masters 2022



97 Points Chilled 100, 2022



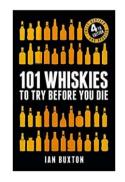
Ranked #7 Whisky Advocate, Top 20 Whiskies of the world, 2021



Creative Bottle Design Chilled 100, 2022



Gold Medal, International Spirit Challenge, 2021



Features lan Buxton. 101 Whiskies to try before you die, 2022



Gold Medal, New York International Spirit Challenge, 2021

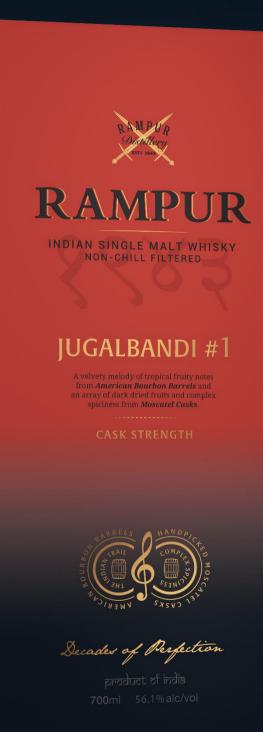


### RAMPUR – JUGALBANDI SERIES

### **JUGALBANDI # 1**

American Bourbon Barrels & Moscatel Cask

A harmony that echoes a chorus grander than time. A tune where two different instruments resonate as one and two styles beat in one symphony. The ancient Indian art form of Jugalbandi is an exquisite endeavour now distilled into The Rampur Jugalbandi expression.



Matured in American Bourbon Barrels in the quintessential north Indian climate to attain the classic characteristics of Rampur, this creation is a true ode to the spirit of reciprocity.

The malt is finished in bespoke Moscatel casks from Portugal to create a Jugalbandi of sweetness and complex spiciness, laced with aromas of dark dried fruits - raisin, dried plum and grapefruit.

### Nose

Fruity top notes of lychee, mango and hint of anana as the cask imparts sweet and spicy alt notes, adding depth to the aroma and body

### **Palate**

Sweet vanilla from first-fill Bourbon followed by zesty, floral and spiciness of muscatel cask, leaving a balanced creamy mouthfeel and sweet taste that lingers

### **Finish**

A satisfying aftertaste: a never-ending Jugalbandi

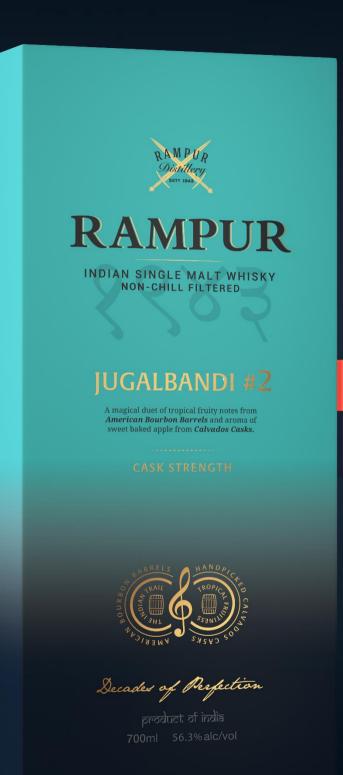


### RAMPUR – JUGALBANDI SERIES

### **JUGALBANDI # 2**

American Bourbon Barrels & Calvados Cask

In the world of music, Jugalbandi translates into 'entwined twins.' Just as two solo musicians and instruments own the stage in an exquisite partnership, the essence of the ancient art form is now distilled into the Rampur Jugalbandi expression.



The exclusively distilled Rampur Indian Single Malt Whisky is matured in American Bourbon Barrels in the north Indian climate. This unmatched combination infuses the creation with the classic characteristics of Rampur. The malt is finished in handpicked Calvados casks from Normandy France, to create a *Jugalbandi* that imparts an extra layer of baked apple aroma and fruits like pear, hint of apricot and honey.

### Nose

The cask lends sweet and spicy malt notes, adding depth to the aroma and body where fruity top notes like Lychee, mango and hint of banana make a statement

### Palate

Dried apple, apricots, raisins, and the Calvados cask finish contributes to the body and complexity making the whisky deliciously fruity

### **Finish**

The finish is long and exuberant: a *Jugalbandi* like no other









**Sangam,** a name derived from the Hindi word for "confluence," evokes the image of two powerful rivers merging to form something greater than the sum of their parts. "Just like the rivers that flow from different directions, Sangam World Malt Whisky represents the convergence of the rich traditions of the East and the expertise of the West in the art of whisky-making.

NOSE - Right from the start, Sangam offers a hint of tropical fruits such as lychee, green apple, pears and apricot, followed by delicate notes of citrus and floral tones of rose and heather. The sweet aroma of honey, vanilla, and caramel toffee perfectly complement the spices of cinnamon and nutmeg. Subtle hints of salty and peat smoke embrace the senses without being overpowering.

PALATE - The palate offers a complex and creamy depth of fruity aromas that is perfectly balanced with delicate peaty and salty notes. The peat smoke gradually transitions to reveal an interplay of spices such as cinnamon, nutmeg, and oaky vanilla, with a hint of honey and wine-like texture.

FINISH - The finish is pleasantly long, leaving a lingering sensation on the palate, further enhancing the taste and aroma.

Available in 70cl and 100cl.





### **Royal Ranthambore Whisky**

# Radico



From a fine heritage of whisky making, comes the epitome of a Master Blender's craft. An ode to magnificent Tigers and Warrior Kings that ruled over the land, Royal Ranthambore is a rich symphony of taste, aroma and finish. And the majesty of this creation is now yours to experience.

Available in sizes – 100cl, 75cl, 37.5cl, 18cl



**Grand Gold**Monde Selection, 2022



PM WHISKY

Time of your life!







Launched in 1998, first Indian whisky to be blended with Scotch & first brand with Non-Refillable Fitment in its segment

- First Whisky from India to be made from grain and blended with scotch malts imported from Scotland.
- Within first year of launch, sold 1 Million 9 Liter cases...a record
- Over 10 million cases sold annually
- 9<sup>th</sup> largest growing whisky globally
- Ranked 7<sup>th</sup> in the Indian Whisky Brand Champion list in the Spirit Business Magazine 2020

Available in sizes: 100cl, 75cl, 70cl, 37.5cl, 18cl, 9cl, 6cl, 5cl



# 8PM - Family







### **8PM - Premium Black**





It's a Master's Selection for the true connoisseurs of fine taste.

Nose: Fruity, sweet with a hint of peaty note emanating a well-balanced bouquet.

Palate: Medium body, slightly sweet, hint of fruitiness in the palate that lingers.

Finish: Rich medium finish.





# Whytehall Whisky



# VHYTEHALL

NOCO KARDA LIO madembalar

750 m







WHYTEHALL













# After Dark Whisky







The Thought: The Night has different connotations for different people, the night unfolds differently and brings a unique world of desire, adventure and excitement. In fact, it's where the fun and action begins. After Dark, the brand here plays the role of getting people together, adding energy and spontaneity to the evening, giving people a world where the party never stops.

After Dark is a fine grain whisky, containing several special matured spirits from different continents and maximum age of those spirits is 10 years old

Available in sizes - 75cl, 70cl, 37.5cl, 18cl, 9cl, 5cl





#### **Other Whiskies**



Blue Finest Whisky Sizes Available – 75cl, 37.5cl, 18cl, 9cl



Special Appointment Whisky Sizes Available – 75cl, 37.5cl, 18cl, 9cl





#### **Other Whiskies**



Radico Gold Sizes Available – 75cl, 37.5cl, 18cl, 9cl



Crown Whisky Sizes Available – 75cl, 37.5cl, 18cl, 9cl







## GIN



# Cales.

Jaisalmer Indian Craft Gin is a pause in time that invites you to step in and merge into a land where the royalty awaits.



A time honoured recipe enhanced with ancient wisdom of Indian Herbs and handpicked botanicals.

www.jaisalmergin.com











Jaisalmer Indian Craft Gin is as royal and spectacular in its lineage as the name suggests. A triple-distilled neutral grain spirit, re-distilled in a traditional copper pot still; the recipe handcrafted in a time-honored way.

Derived from the ancient Indian knowledge of herbs; retaining the classic gin flavor of juniper berries, a refreshing twist has been added with hand-picked Indian botanicals. Of the 11 botanicals used in the distillation, 7 have been sourced from all four corners of India.

Jaisalmer Indian Craft Gin is like an oasis in the desert, with an elegant refreshing finish that lingers long after.

Available in 100cl, 75cl, 70cl and 5cl

www.jaisalmergin.com Follow Us - @Jaisalmergin



#### Accolades – Jaisalmer Indian Craft Gin







Double Gold, Barleycorn, 2023



San Francisco, World Spirit Competition Gold Medal, 2023



Spirit Selection Gold Award, 2022



Double Gold The Fifty Best New York 2021



Gold Medal International Spirit Challenge 2021



Scored 95 points at Ultimate Spirits Challenge 2020



Best Asian Gin The Gin Guide Awards 2019



Grand Gold Monde Selection Bruxelles 2020









The Indian wisdom of ancient herbs, infused with 18 handpicked botanicals including finest quality Juniper Berries, Angelica, Coriander from Jaisalmer, Nagpur Orange Peel, Darjeeling Green Tea, Liquorice, Lemongrass, Bay Leaves, Gandharaj Lemon Peel, Saffron, Nutmeg, Cinnamon Bark, Black Pepper & Rose Petals is further enhanced with Gold filtration. A refreshing burst of Indian summer on your palate.

Available in 50cl

www.jaisalmergin.com Follow Us - @Jaisalmergin











## **VODKA**





## Magic Moments Vodka





7<sup>th</sup> Largest selling Vodka Worldwide

Won Gold for 10 consecutive years from 2013 – 2023 at the Global Monde Selection Awards

Winner of over 96 International Awards.

Magic Moments Remix Vodka available in seven flavors: Chocolate, Green Apple, Raspberry, Lemongrass & Ginger, Lemon, Orange and Peach

Available in sizes: 175cl, 100cl, 75cl, 70cl, 37.5cl, 18cl, 9cl, 5cl









































#### THE DAZZLING BLEND

GOLD

**Magical Gold Filters** 

Natural Vanilla Flavour Silver & Platinum Filters

**SILVER** 

# The 7 stage filtration process Single Grain Rice Vodka

A delightful blend infused with crispy textures and a hint of peppery notes. Giving an ultrasmooth, fresh, and luxurious taste in every sip.

An exquisite blend of rich, creamy vanilla mixed with the complex notes of floral, butterscotch, and a hint of white chocolate. Giving it a well-balanced flavour of sweetness and sophistication.





## **BRANDY**







## Morpheus Brandy





Named after the winged Greek God of dreams - Morpheus, especially responsible for the dreams of Kings and Heroes

With its opulent copper tone & lush aroma, Morpheus is the brand for those who appreciate the finer things in life

This BRANDY is a desire of those who value taste

56% market share in the premium brandy category

Available in sizes: 75cl, 37.5cl, 18L



Won Gold medal for four consecutive years at Monde Selection, 2022



## **Morpheus Blue**





Crafted by our master blenders, Morpheus Blue is perfection in a bottle, packed for the most deserving of dreamers.

Launched recently, this is an aged brandy and leads the super premium brandy segment. Named after the Greek God of Dreams, it provides an exotic experience to the premium brandy lovers. Its goblet packaging and brand positioning have helped create a niche as a spirit that is intense and sophisticated.

Available in sizes: 75cl, 37.5cl, 18cl



Won Gold at the Global Monde Selection Awards, 2022, two consecutive year.



## Old Admiral Brandy





Made especially for the men with pride, honor and courage, the splendid taste of this spectacular brandy celebrates the achievement of greatness and passion for all the good things in life. The classic taste perfectly blended with rich sensations and enthralling aroma ensures that it is savored the way it is desired and truly deserved.

Ranked first on the Brandy Brand Champion list in the Spirits Business Magazine 2020

3<sup>rd</sup> largest selling brandy worldwide – Drinks International, Millionaires 'Club 2022 ranking

Available in sizes: 75cl, 37.5cl, 18cl



## Old Admiral Honey Brandy





The classic taste perfectly blended with rich sensations and enthralling aroma ensures that it is savored the way it is desired and truly deserved.

Available in sizes: 75cl, 37.5cl, 18cl





## **RUM**













Specially distilled from fermented sugarcane juice and matured in wood to make it warm and mellow

Largest selling rum brand in the Indian Defense Forces

8<sup>th</sup> Largest Rum Globally by Millionaire's Club 2022

Available in 'Dark' as well as 'White' Rum

Flavours available: Coffee, Power, Cola & Chocolate.

Available in sizes – 1L,75cl, 37.5cl, 18cl



Awarded GOLD MEDAL at the Monde Selection Awards in the calendar years 2018, 2019 and 2020





SUPERIOR EDITION INDIAN SPICY NOTES

750ml | 42.8% alc/vol







8PM Dark Rum is an exclusive Rum from India, which is distilled from a unique combination of Cane Juice & molasses. At Rampur we have a long history of distilling Cane Juice Spirit for maturing & blending Rum. With our expertise and heritage we have championed the art of distilling & aging.

After careful distillation the Rum was aged in Oak Barrels at our Rampur warehouse and blended to perfection to shape this alluring Dark Rum.

Colour: Dark Brown

NOSE - Caramel, all spices, Jaggery, vanilla, cane juice with fruity & woody notes.

PALATE - Caramel, toffee, Jaggery with spicy mouth coating.

FINISH - Spicy aftertaste with a long finish.

Available in sizes – 75cl, 37.5cl, 18cl, 9cl



## Afribull Café Rum





Afri Bull is Café rum which is hugely popular and widely sold in Africa. This Dark Rum has a Reddish-brown color. The aroma and flavor is loaded with lingering taste of coffee rum, enriched with velvety texture and refreshing finish.

Available in sizes – 75cl, 18cl, 9cl, 5cl



#### **Marketing Strength**

#### **Localized Communication**



Poster, Retailer Signage, Hoarding Campaigns and Van Panels















#### **Marketing Strength**

In Store Activities













#### **Marketing Strength**

#### In Store Activities













#### Travel Retail Presence



New Delhi - Departure



New Delhi - Arrival



COPENHAGEN DUTY FREE



**DUBAI DUTY FREE** 



Sharjah Duty Free



Mozambique







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