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Radico

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Mr. Talit Khaitan, Chairman and Managing Director
with Mr. Abhishek Khaitan, Executive Director

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Message from the Directors

Over half a century of mastering the art of blending and producing the finest of spirited drinks has made Radico Khaitan one of the leading liquor companies. The global vision of Mr. Lalit Khaitan, Chairman and Managing Director, has taken the company to the pinnacle of success. Radico Khaitan is probably synonymous with the Rampur Distillery that has the distinction of having attained 100% capacity utilization consistently over a period. Expansion of its capacity from its present 33,500 KL per annum to 60,000 KL per annum will set into play a number of forces that will sustain growth over the coming years.

The company is setting up its own power generation of 1.8MW capacity by utilizing its Bio-gas, generated from our effluent treatment plant to generate high pressure steam and utilising the same in a back pressure state-of-the-art turbine to tackle the increasing power costs in the State of U.P.

Our mission is customer satisfaction through the finest products and brands that cater to every taste preference and excel in both popular and premium segments.

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The taste, the blend, seasoned with great care
and perfection achieved through years of experience is what keeps us in top spirits.

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The *taste* of Radico Khaitan

Radico Khaitan's flagship company Rampur Distillery is a leading manufacturer of Rectified Spirit, Extra Neutral Alcohol and high quality, well-known Potable Spirits. It is the only one in Uttar Pradesh to utilise 100% of its licensed capacity. This is especially creditworthy considering that the average percentage capacity utilisation in the State is a mere 57%.

If not for ENA, it wouldn't be cheers all the way! ENA is a purified Rectified Spirit, free from all chemical impurities, conforming to specific standards. Of course, it has to pass the sensory specifications of individual liquor manufacturers, which vary from each other. Our success in ENA trade lies upon the ideology of '**Knock at the door of the needy, ensure prompt supply with all services required thereto, but without compromising on quality**'. It is an ingredient that goes into the best quality Rum, Whisky, Brandy, Gin and Vodka of leading liquor companies.

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"Contessa Rum", the distillery's most popular Rum brand won the coveted gold medal award at the "Monde Selection" at Brussels and sells around 10.0 lacs cases per annum in the CSD market alone.

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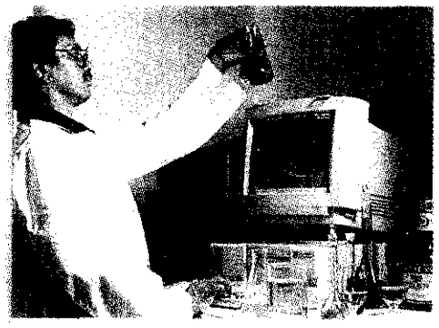

A culture geared towards complete customer satisfaction,
a culture where work is rewarded and a system that breeds nothing but efficiency.

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The *essence* of Radico Khaitan

We realise and appreciate that our people are our greatest strength and the reason for our success. It is their relentless effort, their drive, and their creativity that helps Radico Khaitan achieve its many goals. In turn, it is our constant endeavour to offer them the best possible environment. We have defined a work culture that penetrates all levels – be it recruitment and selection, training and development, setting goals, making appraisals or the reward management system, a culture that enables us to move together in achieving our goals. The various training programmes, seminars, suggestion schemes and awareness programmes on Systematic Work Pattern & Quality Improvement ensure that the skills are constantly upgraded and the techniques most efficient. It is through such sustained policies that our employees are able to face global challenges while maintaining a harmonious culture.

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The range of products offered penetrates varied categories and diverse taste preferences. Despite competition from domestic and international market our export share remains the largest and our consistent commitment to quality has invited collaboration from acclaimed international brands.

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