



*Radico*

Corporate Statement 2003-2004

## Dream **Value** Think **Value** Add **Value**

• • • the cornerstone of Radico's Philosophy. And the company has been strictly adhering to it. Since day one. Making value the very essence of its existence. And growth.

Value based vision. Value driven business. Valuable technology and manpower. Valuable products. Value for customers. Value for shareholders. Value for the society.

The company's ability to create value in whatever it does has been paying dividends. Opening new frontiers of opportunities. Creating new platforms for growth.

And with all that, the Company has been moving forward. From local to global. From dream to destiny.

Only to establish its undisputed leadership. Naturally through value • • •

“ An emotionally compact organization is the happy home of productivity, progress and peace. When you turn your company into a family the bond becomes your strength to succeed. ”

- Lalit Khaitan.



“ Good leaders lead by example. They think creatively, flexibly, innovatively and guide the organization into achieving greater goals. ”

- Abhishek Khaitan.



Core Management Team



The indomitable human spirit. The fire of quest. The power of Vision. The big dream. And a passion to do and create something special that makes the world go ....

Driven by will to succeed and a high level of individual passion to add value to business, Dr. Lalit Khaitan steered Radico with the strength of traditional values and business wisdom. Under his leadership Radico

got transformed from a local to a national stature. And then came the new era of global economy demanding vast yet swift changes in business dynamics,

performance orientations and goal achievements. In this high demand era of business, Abhishek Khaitan, an engineer by profession, who has been to Harvard, like Dr. Lalit Khaitan, took the charge and became the driver of innovation, development and creator of corporate destiny.

Acting as leader in his own right, he brought in many positive changes in the organization, improved the business climate, work culture and attitude.

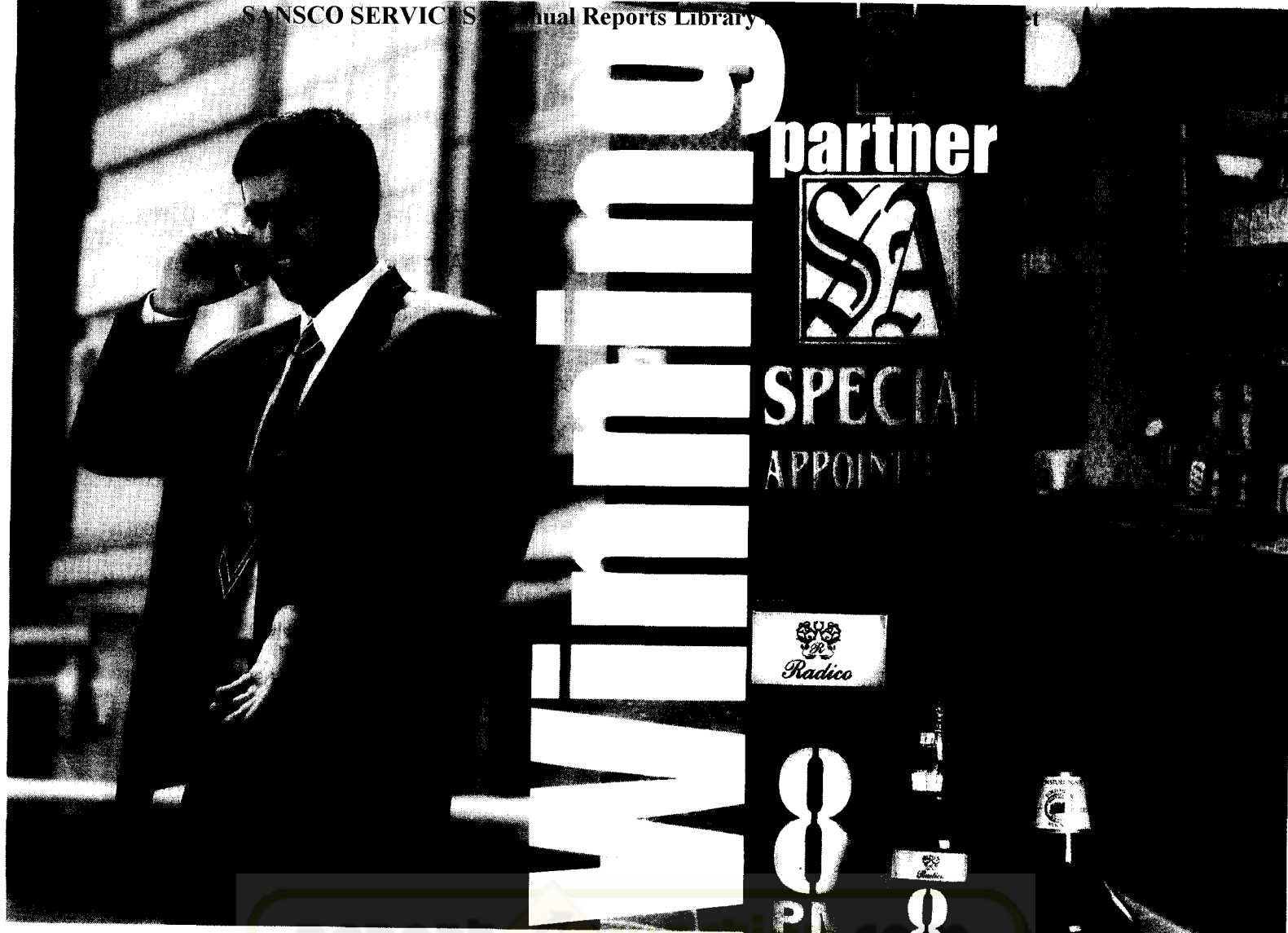
All this was possible, of course, with the strength and support of the core management team and the single-minded devotion of every employee.

With all that, while the company went on scripting success stories year

## Creating **Value**

after year, one factor remained unchanged. Value Creation. And the company has come a long way. Expanding its size, scope, products, markets and turnover. Thus bringing in a dynamic partnership between idea generation, wealth creation and value addition.





## Spreading **Value**

The eternal commitment to serve the customer at large doesn't stop at creating value. The need is to spread the fruits of constructive endeavour, of innovation, of excellence, of growth, of prosperity... And that is exactly what we have been doing at RADICO. Understanding the flavour of different markets, we keep producing wide range of valuable products that match the life styles and preferences of our varied consumer segments, spread across the country and the globe.

Quite naturally, the brands we introduce are well received in the market.

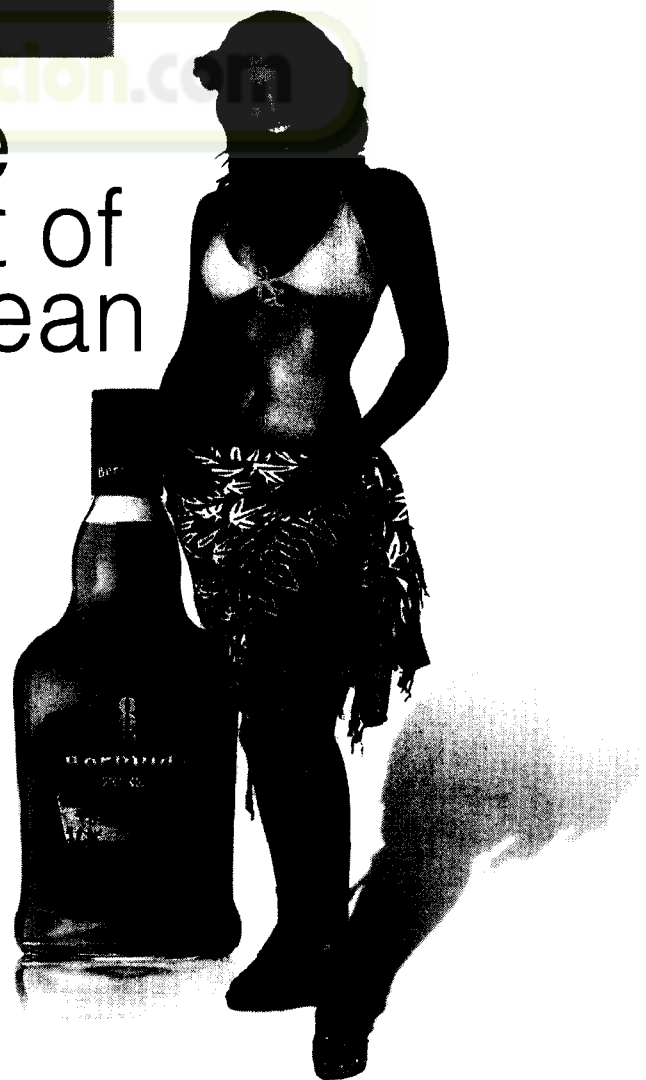
"8 PM Bermuda XXX rum" and "8 PM Royale premium whisky" launched during the year have been well accepted by the consumers.



## The spirit of Caribbean

"Old Admiral" VSOP brandy launched in Kerala last year, has met with success and has repeated its performance in the markets of Karnataka, Andhra Pradesh and Pondicherry. This brand is already on the threshold of becoming the 3rd million cases brand in the bouquet of volume brands of the company.

The Company's flagship brand, "8PM" whisky continued to reign supreme in the hearts of the consumers and sold over 2 million cases during the year ending close to 2.5 million cases by the year end.



The Company's long-playing "CONTESSA" rum won bronze medal on the criteria of quality by The Monde Selection, Brussels. The award speaks of the company's commitment to provide quality products. "CONTESSA" rum continues to be the No.1 choice of the defense personnel leaving its nearest competitors far behind. Contessa too, maintained its sales above the 2 million cases mark during the year.

The newly acquired brands of "WHITEFIELD" whisky, "WHITEFIELD" brandy and "BLACK CAT" rum have performed excellently in the CSD sector. The thrust given to these brands in terms of blend and packaging has resulted in providing value for money to the consumer.





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RKL has spearheaded growth through tie up units spread all over the country. The company today has in place 20 such tie ups all over the country from where it gets its products manufactured in addition to its own distillery in Rampur.

The company went in for setting up / acquiring its own bottling units in Rajasthan and Andhra Pradesh. The third one in Uttaranchal is on its way. Many more of such units are planned to replace the existing contract bottling arrangements. This strategy will enable us to enter the economy brands segment, which has potential for large volumes.

## New Alliances, New friends

The company has its alliance with Earnest and Julio Gallo, California, USA, the owners of the largest winery in the world for distribution of their brands of wines in India like Andre, the number one sparkling wine in the United States and Carlo Rossi the largest selling wine in the United States. We also represent Interbrew of Germany, world's third largest brewery for the distribution of Becks beer in India. More of such tie-ups are in the pipeline.





# Sharing **Value**



Report Junction

...With our customers

