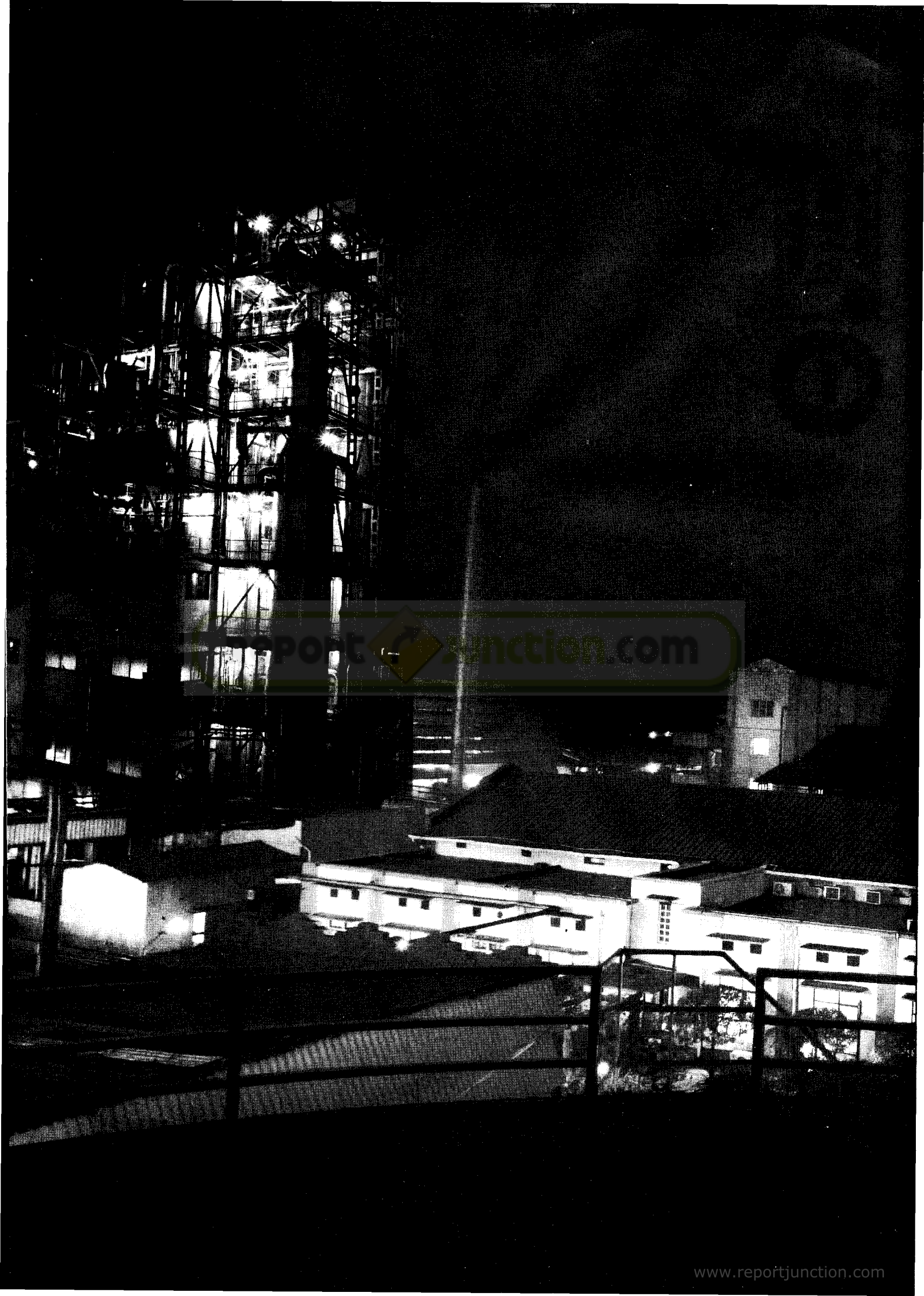


Vision taking shape

Corporate Statement 2004-2005

[www.reportjunction.com](http://www.reportjunction.com)





REPORT  JUNCTION.COM

Vision always belongs to the  
next age. Try to see things, that  
others have not seen yet. That  
will take you and your company  
to a position, others look forward  
to reach...

Dr. Lalit Khaitan.





...**Y**es, at Radico, the habit to dream big and do big is paying dividends.

Consolidation and higher growth was yesterday's highlight.

Today, Leadership is the new mantra. And its reflection is to be seen every where.

...Futuristic management. Break through technology. Best of products. Many global ventures. A vastly expanding international market. A fast growing consumer market world wide and more...

The globe is opening up.  
Dreams are unfolding.  
Vision is taking shape.  
New missions are set.  
New targets are met...



Taking bold initiatives on  
all fronts and making a  
difference.

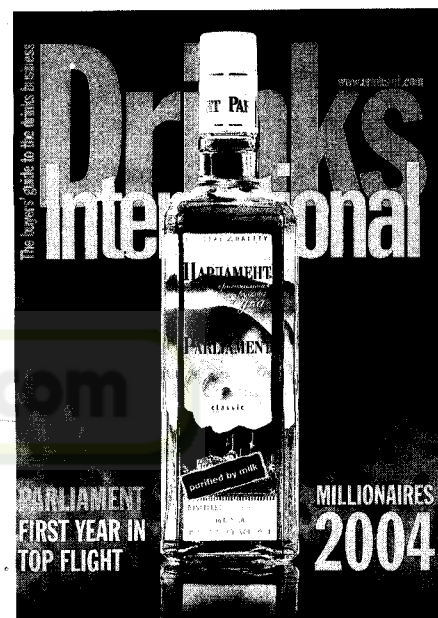


# ast

2003-04, 6.34 million cases sold. 2004-05... It crossed the milestone of 10 million. A super shoot in sales growth of 59%, much above the industry growth of 10% in just one year, is a testimony to our 21st century reflex. To quickly understand the global market and act fast accordingly. It pays.

Winning customer preferences across continents and witnessing an unmatched record of market penetration, our brands became the lead players in their segments. Quite natural that **DRINKS INTERNATIONAL**, the prestigious magazine in liquor industry that reaches over 52000 decision makers in 120 countries, featured Radico's flagship brands: **8 PM whisky**, **Old Admiral brandy** and **Contessa rum** in the millionaires club 2004 ranking, and declared the 8 PM whisky and Old Admiral Brandy as the fastest growing regional brands in the world in their respective segments

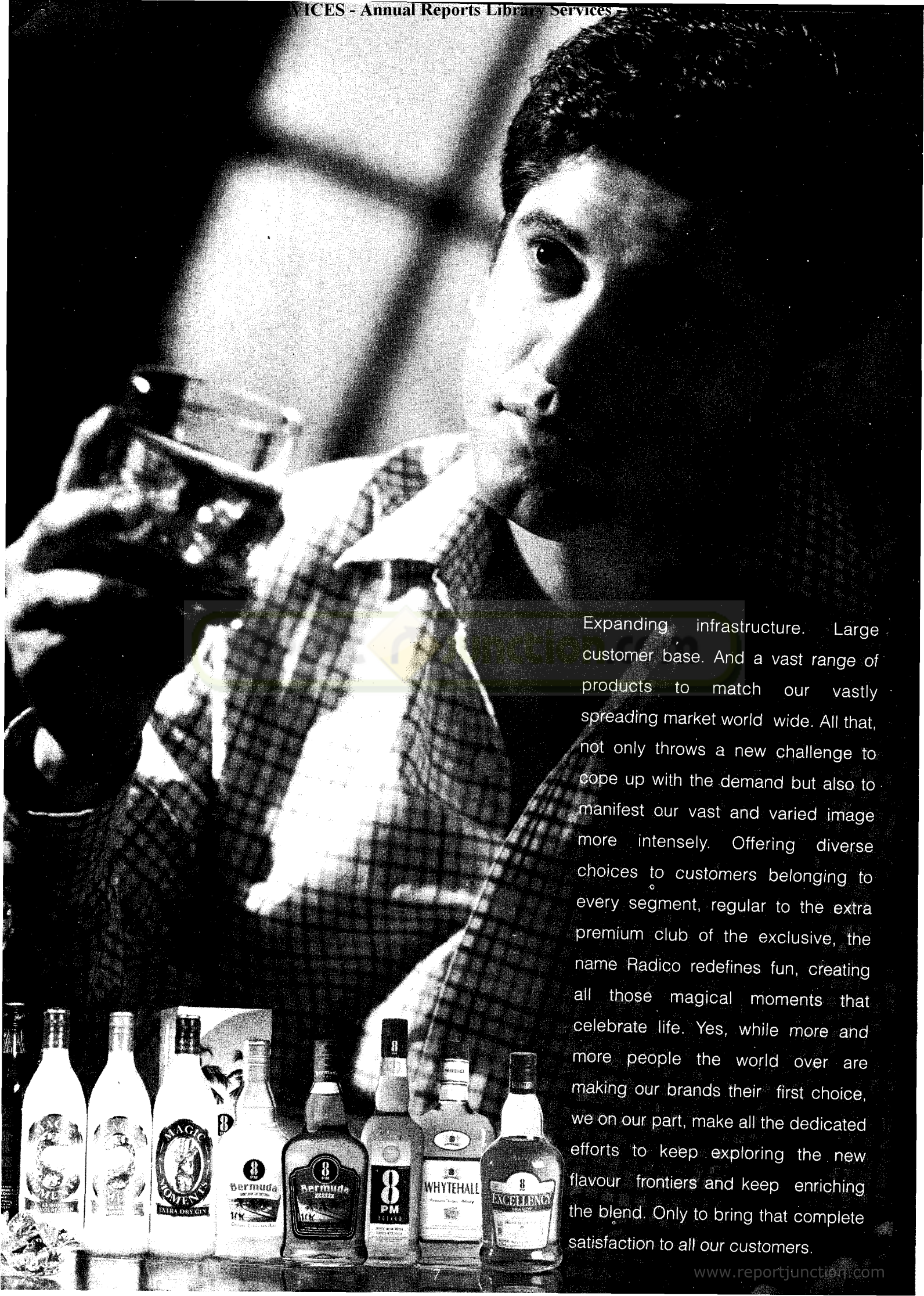
True, our long years of painstaking research in developing these brands with extraordinary blend surely gave them the places they deserve.



# vast

With ever expanding market,  
satisfying a vast customer  
base worldwide.





Expanding infrastructure. Large customer base. And a vast range of products to match our vastly spreading market world wide. All that, not only throws a new challenge to cope up with the demand but also to manifest our vast and varied image more intensely. Offering diverse choices to customers belonging to every segment, regular to the extra premium club of the exclusive, the name Radico redefines fun, creating all those magical moments that celebrate life. Yes, while more and more people the world over are making our brands their first choice, we on our part, make all the dedicated efforts to keep exploring the new flavour frontiers and keep enriching the blend. Only to bring that complete satisfaction to all our customers.



