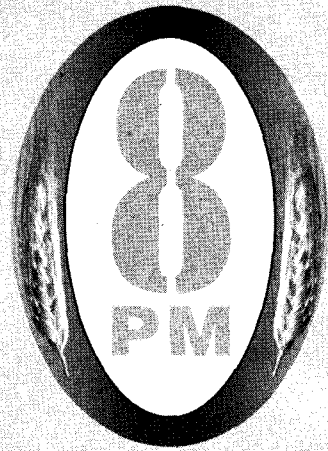


Sansco



REPORT

Sansco



Radico's flagship brand 8 PM Whisky is one of the finest whiskies in the regular segment. It is the first brand in the liquor industry to have entered the 'Limca Book of Records' by crossing the one million cases mark in the first year of its operation.



The day is yours

Radico, your ideal partner comes in an all-new look to refresh your days and redefine its commitment. Coz, the day is yours. Let us together go on a joy ride of fine flavours to discover something more and cherish *An affair of a lifetime!*



Dear Friends

Once again, it's time to celebrate and rejuvenate the spirit of friendship! Thanks to Team Radico for strengthening our long-standing affair.

2008 proved successful for us. As we leveraged our potential to bring our brands' promises to life and the moments that followed, reaped striking rewards. Let me share with you some moments of our exciting journey!

Our flagship brand 8 PM was launched as New 8 PM with a superior brand experience. Made of quality grains, the brand extended itself to bring lavishness and enjoyment. True to its promise, Mallika Sherawat, the new face of the campaign adds glamour and yet symbolizes the reach of a man to the dream world. In tune with our brand-driven performance, Magic Moments, the most commended vodka was re-launched as M2 with Hrithik Roshan endorsing the brand. The focus was on building a fresh, energetic brand, bursting with youth and excitement.

From the Chairman's Desk

Radico has received yet another international recognition for globally highest quality standards. The Monde Selection Awards 2008 held in Belgium has awarded a Gold Medal to Magic Moments Premium Grain Vodka and Whytehall Classic Deluxe Whisky and a Bronze Medal to 8 PM Excellency Brandy. Additionally, two of our brands were proud recipients of silver awards for quality standards – Contessa XXX Rum (Silver) and Old Admiral VSOP Brandy (Silver).

Our aim is to create a valuable customer experience, consistent with the company's brand assurance. To this end, we have expanded the capacity of our plant from 60 to 95 million litres – one of the largest in the world. We have also set up a distillery in the western region and an acquisition of bottling units is on the agenda.

All these have considerably boosted our passion to deliver value, sustain a brand-based culture for long-term growth and focus on every single touch-point to achieve success.

It's all about keeping this winning spirit alive... forever!



It's all about enjoying the fine taste

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Of Togetherness

Listen to your heart. The night comes alive, after a day's work.

Parties, spring breaks, getaways. There's more to life...for those who want to share their passion, secretly, in a space of their own.

Our flagship brand 8 PM Whisky comes back to comfort your soul...in a new 'avatar'. A fine brand that became a 'darling' in the year it was launched. Now, a perfect companion for partying...or just relaxing.

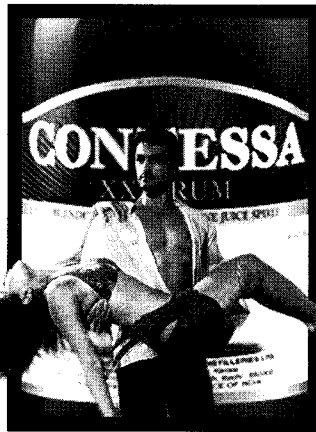
With the core promise of 'thaath', New 8 PM is all set to explore and mingle with people who love to live life in their own style. Cine starlet Mallika Sherawat, the brand icon captures the psyche of the 'common man', relieving him of day long burdens.

The sheer bliss of New 8 PM lets one immerse in a world of happiness. Fun. Laughter. Romance. And peacefulness.

It's all about getting the right shot

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To Success

Look ahead. Explore new possibilities.

Get inspired by our premium tastes and enticing aromas. It is the taste of life, worth pursuing.

Just as we have been pursuing success, year after year. Our millionaire brands 8 PM Whisky, Contessa Rum & Old Admiral Brandy are growing; Magic Moments Vodka will be entering the millionaire club soon. Some of our most awarded brands for Quality are Magic Moments Vodka, Contessa Rum, 8 PM Bermuda, Old Admiral Rum, 8 PM Excellency Brandy, among others.

2008 has been an exciting and rewarding year for us.

Mega brand launches. Commendable turnarounds. Record sales. That's the spirit of dynamism! The courage to take up endless challenges of creating new values.

And we have been able to break into the new 'young' scenario, hard and fast!

It's all about sipping the spirit

