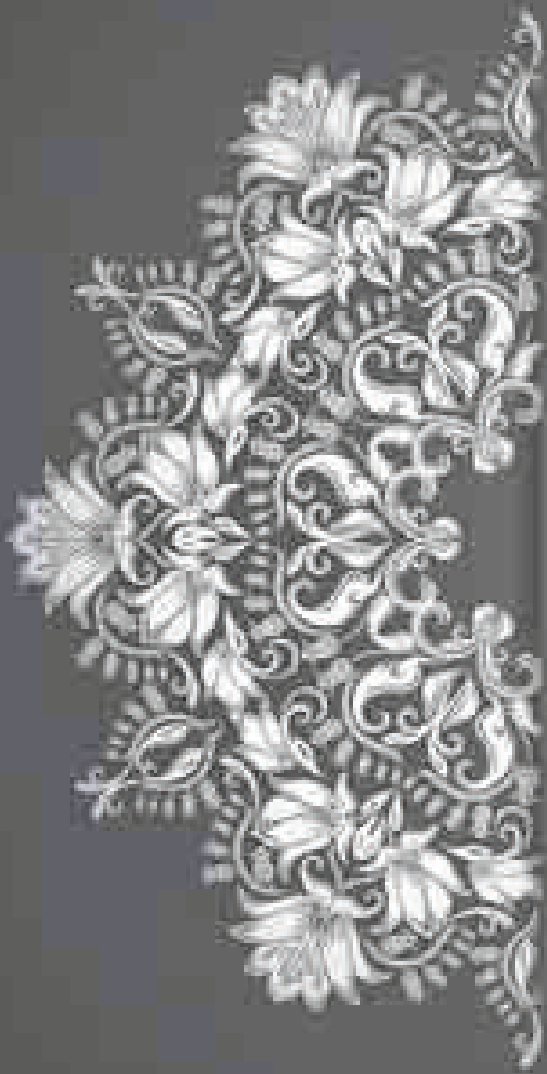




THE WORD IS  
PREMIUM...

### Forward-looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take investment decisions. This report and other statements – written and oral – that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using

words such as 'anticipate', 'estimate', 'expect', 'project', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance.

We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievements of results are subject to risks, uncertainties, and even

inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated, or projected. Readers should keep this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

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### THE JOURNEY SO FAR...

RADICO KHAITAN RECOGNISED THE GROWING POPULARITY OF WHITE SPIRITS IN THE DEVELOPED WORLD AND MADE A SIMPLE EXTRAPOLATION: WITH CHANGING LIFESTYLES, WHITE SPIRITS WOULD BECOME POPULAR. BASED ON THIS INSIGHT, THE COMPANY ENTERED THE VODKA SEGMENT IN 2005 WITH THE LAUNCH OF MAGIC MOMENTS IN THE SEMI-PREMIUM CATEGORY. FOLLOWING ON THE SUCCESS OF MAGIC MOMENTS, THE COMPANY LAUNCHED SIX FLAVOURS OF MAGIC MOMENTS VODKA IN SUBSEQUENT YEARS. THE FLAVOURS, (INCLUDING GREEN APPLE AND ORANGE), ENRICHED THE PREMIUMNESS OF THE BRAND.

TO CAPITALIZE ON THE SUCCESS OF MAGIC MOMENTS AND IN LINE WITH ITS PREMIUMIZATION STRATEGY, THE COMPANY LAUNCHED MORPHEUS SUPER PREMIUM BRANDY IN 2009. THIS BRAND IS POSITIONED AT THE HIGHEST PRICE POINT IN THE DOMESTIC MARKET WITHIN A NICHE CATEGORY. IN 2011, RADICO KHAITAN LAUNCHED AFTER DARK PREMIUM WHISKY. IN EARLY 2013, THE COMPANY LAUNCHED FLORENCE, A SUPER PREMIUM BRANDY, AND VERVE AND VERVE-FLAVOURED VODKAS IN THE SUPER PREMIUM CATEGORY. OVER THE YEARS, RADICO KHAITAN HAS ESTABLISHED ITSELF AS A SUCCESSFUL DEVELOPER OF BRANDS, TRANSFORMING OPPORTUNITIES INTO PRODUCTS AND PRODUCTS INTO SUSTAINABLE VALUE CREATORS.



SUPERIOR  
BRANDS.  
PREMIUM  
OFFERINGS.

- \* Magic Moments was ranked as the fourth fastest growing vodka brand in 2012 and one of the top 30 vodkas in the world; it is the only Indian brand to appear in the top-30 list.
- \* 8PM was ranked as the eight-fastest growing whisky brand in 2012 and is one of the top-30 whiskies in world.
- \* 8PM whisky was ranked 46th by volume among the 'Millionaire' brands globally, while Old Admiral brandy was listed at the 71st spot, Magic Moments at the 96th and Contessa Rum at the 98th spot.  
(Source: *The Millionaires' Club 2013*)

#### Attractive industry dynamics...

Spirit sales in India numbered 261 million cases in CY2012 and is expected to reach 360 million cases by CY2017. During 2013-17, IMFL demand in India is expected to grow at a CAGR of 6.4% in terms of volume and 10.8% in value.

(Source: *Euramonitor International 2012*)

#### Revenue growth

**16.5%** CAGR  
Five years leading 2012-13

#### EBIDTA growth

**43.2%** CAGR  
Five years leading 2012-13

#### Market capitalisation

**RS. 1,725** CRORES  
As on 31st March 2013

#### Millionaire brands

**4**  
As on 31st March 2013

## HIGHLIGHTS, 2012-13



Net sales increased by 11.9% to Rs. 1,716 crore



Prestige & Above brands exhibited volume growth of 19.2%; while overall volume growth stood at 7.4%



Prestige & Above brands as a percentage of total IMFL volumes increased from 14.6% to 16.2%



EBITDA increased by 11.6% to Rs. 192 crore and margins were at an attractive 11.2%



Net profit increased by 21.4% to Rs. 77.3 crore



The Company announced a dividend of 40% or Rs. 0.80 per share



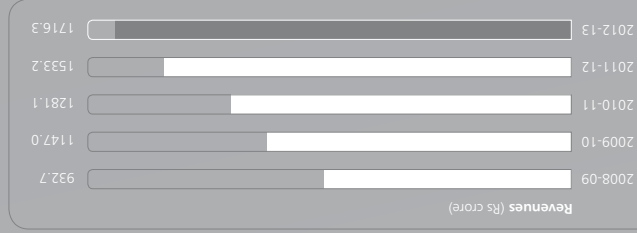
## AWARDS

- Radico Khaitan received the Monde Selection's (International Institute for Quality Selection) Grand Gold Award 2013 for two of Magic Moments Remix flavours: Lemon Grass and Ginger & Lemon.
- The Company also received Gold Awards for five flavours in the Magic Moments range, Morpheus brandy and for its recently-launched Verve vodka.
- The After Dark premium whisky received a Silver Award.

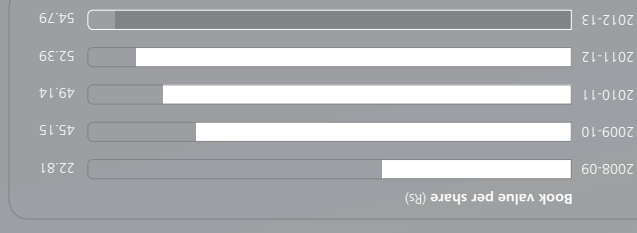
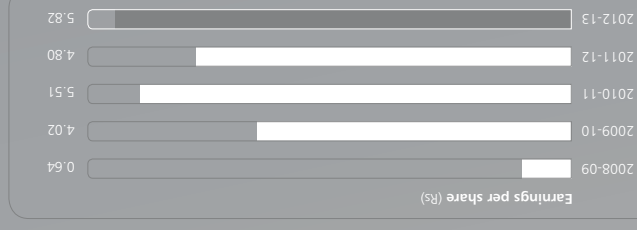
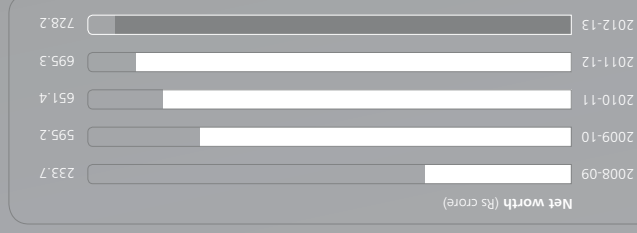
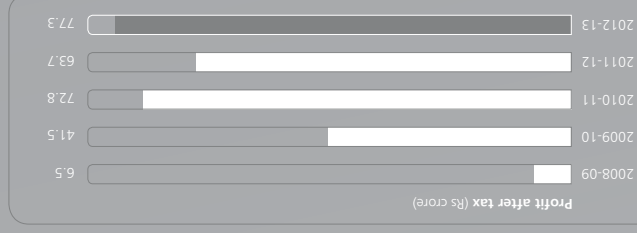
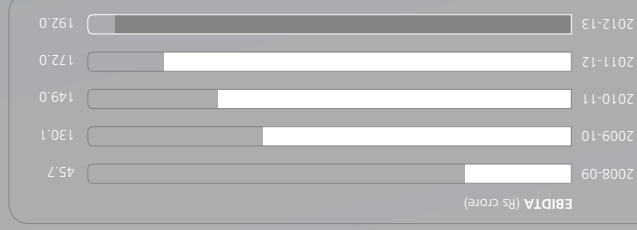


## NEW LAUNCHES

- The Company launched Florence, a super premium brandy.
- The Company launched Verve, a super premium vodka, in North India in October 2012. Building on the success of the brand, a flavoured edition of Verve vodka was launched in March 2013; the success of Verve vodka was acknowledged at the Monde Selection 2013 Gold Award.



Note: Includes turnover from contract bottling units.





## OUR OUTSTANDING COLLECTION OF BRANDS DISPLAY IMMENSE DISCIPLINE, GREATER EFFICIENCIES AND STRONG PERFORMANCE.

AGILE BUSINESS ENVIRONMENTS IN TODAY'S FAST-PACED WORLD HARP ON INNOVATION AS A MAJOR DRIVER OF VALUE CREATION. WITH AN INTENT AIMED AT PREMIUMISATION, RADICO KHAITAN IS STRENGTHENING ITS ILLUSTRIOUS PORTFOLIO WITH A PASSION FOR EXCELLENCE, FOCUSED EXECUTION AND AN IN-DEPTH CONSUMER UNDERSTANDING.

### PERFORMANCE DEFINES THE SPIRIT OF EXCELLENCE

Radico Khaitan's strategy is built on creating value through a systematic policy of upscaling its brands, or Premiumisation. Each of our brands has catapulted Radico to a new high of premium stature and credible international acclaim. The organisation has made a major bet on innovation, which it understands is a major driver of growth. Radico's constant innovation and greater customer delight with every brand is the outcome of its unchallenged leadership. Creating conditions for profitable and sustainable growth, the Group has all the means to seize opportunities, the right way. The culmination of premiumisation, innovation and customer satisfaction results in creating success stories for our brands. This is the fourth consecutive year for Radico to win international honours in the form of exclusive awards at Monde Selection (International Institute of Quality Selections).

### Hall of Fame

Remix Lemongrass & Ginger Flavoured Vodka - Monde Selection Award - Grand Gold  
 Remix Lemon Flavoured Vodka - Monde Selection Award - Grand Gold  
 Magic Moments Plain Vodka - Monde Selection Award - Gold Medal  
 Remix Green Apple Flavoured Vodka - Monde Selection Award - Gold Medal  
 Remix Orange Flavoured Vodka - Monde Selection Award - Gold Medal  
 Remix Chocolate Flavoured Vodka - Monde Selection Award - Gold Medal  
 Remix Raspberry Flavoured Vodka - Monde Selection Award - Gold Medal  
 Magic Moments Verve Vodka - Monde Selection Award - Gold Medal  
 Morpheus XO Blended Premium Brandy - Monde Selection Award - Gold Medal  
 After Dark Whisky - Monde Selection Award - Silver Medal





## Zing up Life



Life needs a zing. And what better way to liven it up than Magic Moments. India's largest selling vodka was launched with an international packaging, enabling the premium vodka to become a rage overnight. Produced from the finest grains, its triple distilled process is a mark of distinct purity. Adding on to the razzmatazz is an exciting array of flavours that make it smooth as silk. The spirit of Magic Moments is all about believing in creativity, excellence and working with the leaders of contemporary culture. No wonder, this amazing brand of vodka is a millionaire brand of Radico Khaitan and has won many coveted laurels for the organization, including the Gold medal for the 5th time in the Monde Selection Award 2013.





## High on Verve

True eminence with fine quality distinguishes the rare blend named Verve Magic Moments. Having conferred the Monde Selection Gold Award 2013 for its a signature blend of smoothness and purity, its intense character elevates one into a realm of heightened ecstasy. Harnessing the very best from the highest quality ingredients, the signature smoothness is complemented with an unrivalled level of craftsmanship at every stage. An epitome of exoticness, Verve Magic Moments comes alive with a delightful mix of two new flavours - Green Apple and Orange. Savour the moment and revel in the magic of Verve.



**VERVE**  
MAGIC  
MOMENTS



## One Life. Many Passions. Why Wait?

When darkness descends, the only thing that's awake are your temptations. Sate those wild desires with the fine blend of After Dark whisky. This premium category blend is renowned for its bold taste and character and offers a delightful mix for connoisseurs of taste. Just like the mystique of the night, engulf your senses in a spirit of passion, adventure and dandestine fantasies. Indulge in an energy that's spontaneous, quirky and magical. Because a passionate affair with life begins only After Dark.

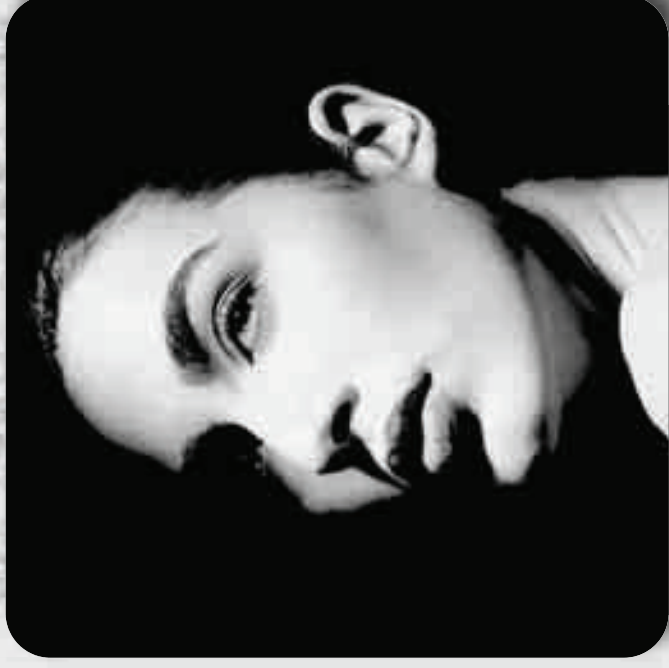


**AFTER  
DARK**  
Whisky



## Spirit of France captured in a Goblet

For those who value taste, there's always the spirit of France. Containing the texture of warm soils, fragrant scents and all the richness of tropical weather, it's rich blend is truly irresistible. Having achieved a gold medal at the prestigious Monde Selection Award 2013, the world is taking note of its treasured legacy and trademark excellence. Morpheus has become a leader in its segment owing to a stringent process and arduous maturity. After all, with an eye for detail, attaining perfection seems to be an easy ask.



## Aath Ke Thaath

When the clock strikes 8PM, India's "Thaath" reaches a crescendo. No wonder, 8PM is the first brand in the liquor industry to make it to the LMCA book of records for selling one million cases in the first year of its launch. Launched as a flagship brand of Radico, 8PM exalts an unparalleled brand experience for its loyal customers, giving them a taste of real "Thaath". Made with the finest quality grains, new 8PM is an epitome of lavishness and quality drinking.





## The Fun Begins

This dark Caribbean mystique is warm, full-bodied and blended to perfection in matured old oak casks. 8 PM Bermuda Rum delivers the classic Caribbean experience in every sip.



**8PM**  
**Bermuda**  
XXX Rum



## A New Taste of Royalty

Whytehall - Classic Deluxe Whisky is a distinguished blend of aged scotch malts and the finest Indian spirits, skillfully blended to give a rich, warm, full-bodied whisky with a graceful after note that lingers. It's intense, crisp character and unmistakable classic style takes you into a league that's class apart. Truly a classic, it's for those special moments that become an integral part of our lives.



*Royal*  
**WHYTEHALL**



## For Real Men Only

Old Admiral is a splendid brandy for real men of honour. Savour a stimulating, rich blend of its fine taste and incredibly rich sensations. A millionaire case brand for Radico, this classic beauty is a testament of a royal taste and a passion to enjoy the good things in life. Old Admiral brandy is on an exceptional growth curve year after year and its consistent taste and lifting aroma is ensuring that real men admire the little thing always desired.



*Old  
Admiral*  
VSOP BRANDY



## For the Man of Courage

For men with a strong resolve, Contessa Rum is the perfect antidote. One of the largest selling brand amongst defense forces, Contessa Rum enjoys nearly 25% market share in the segment. With a drive to constantly raise the bar, Radico is continuously committed in delivering strong performance and exceptional quality through its Spirits. Because the courage to beat the odds is a trait that only a few possess.



**CONTESSA**  
RUM