



## CORPORATE STATEMENT 2008-2009

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REPORT

JUNCTION

by Khaimed

It is a privilege to have the opportunity to  
report on the National Book Trust's produce a  
series of books for young readers, inspired  
by the spirit of the book and the Dauntless,  
the book is a book of the book once again  
the book is a book of the book in exciting  
the book is a book of the book and perfection







## Dear Friends,

It gives me great pleasure to present to you our financial achievements of 2008.

The past year has been rife with challenges, but India overcame them, and shone like a beacon through difficult times registering a 6.5% to 7% growth in its Gross Domestic Product. Reliable data shows investments rising from 35.9% last year to 37.1% this year. With these numbers, India's future is bright and shows unquestionable evidence of moving forward swiftly.

The installation of stable Govt at the centre is huge positive development and is expected to usher in implementation of the long pending reforms and would enable the economy to achieve growth of 8.5% to 9% in coming years. With renewed focus on revival of rural economy and implementation of National Rural Employment Guarantee schemes & Bharat Nirman, more money shall be available in the hands of consumer to spend, which shall result into demand spiral across various segments of economy.

During the year, company consolidated its operations, where the volumes of all main line brands grew over last financial year.

Our company has shown great resilience through perseverance. We have proved ourselves once more by staying true to tradition along with being innovative and offering products that are unique. We are a force to reckon with in the domestic market; and maintain a strong presence in the international arena, taking in 75 Crores worth of business, in 2008.

The recent launch of our premium brandy, Morpheus, is a richly-layered, sterling XO brandy – India's first, with an exceptional aroma and aftertaste. We have positioned ourselves in a niche market previously unexplored by any other liquor manufacturer.

We entered the branded liquor business in 1998 with the now legendary 8 PM. It went on to become our best-seller, and the first millionaire brand from Radico.

As an organisation, we constantly strive to create value for our customers and stakeholders through exemplary products such as Magic Moments, Royal Whytehall, Contessa Rum, Old Admiral and Bermuda Rum.

Magic Moments as a brand has become a millionaire club brand and has already taken over 70% of the operating segment of Vodka and to strengthen its position we have introduced six new flavours – Green Apple, Lemon, Lemon Grass & Ginger, Raspberry, Orange and Chocolate.

It is our constant endeavour to give our customers products of the highest quality and build on our strong reputation in the Indian market.

Cheers !!!



8PM

Magic Moments

Green Apple

Orange

Lemon Grass & Ginger

Raspberry

Lemon and

Chocolate

Morphine

Old Whisky

Cassia

8PM





The brand which continues to enhance Radico's premium offering remains unparalleled in the industry. One with a taste that is best enjoyed in solitude or with friends.

This is none other than the company's flagship brand 8 PM, adjudged the fastest growing brand in regular price segment. Launched in 1998 as a millionaire brand, 8PM spearheaded the company's entry into the branded business and was an instant success.

Blended with scotch and aged to the peak of perfection, 8 PM enjoys a unique balance of strength and smoothness. Still considered as the people's choice, 8 PM rules the taste buds and is 'loved by all'. Finest quality ingredients, superior product experience and attractive packaging drive 8PM to explore different dimensions of its core promise 'Thaath'. The brand has been positioned as a means to unwind and relax. The promise of 'Aath Ke Thaath' encourages the audience to live life in their own style at '8 PM'.

## A DIFFERENT MAN, A DIFFERENT TASTE

No wonder, 8 PM is

the first brand in the liquor

industry to enter the Limca Book of Records by

crossing one million cases mark in the first year of

its operation.





# Magic Moments

8PM

Green Apple

Orange

Lemon Grass & Ginger

Raspberry

Demom all

Chocolate

Morpheus

PR...WHY

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SPNE...ermuda xxx R





Since the creation of Magic Moments, Radico has been quenching the burning zeal of 'love' in all 'young at heart'. The brand which continues to symbolize the zing in life has added six new flavours – Orange, Green Apple, Lemongrass & Ginger, Lemon, Chocolate and Raspberry. Flavours have not only added to the Magic Moments Portfolio, but have also added freshness to the entire Magic Moment offering.

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## THERE IS ZING IN EVERY HEART

Vibrant yet elegant, M2 welcomes the 'young' in a sensual embrace of 'pure fun, pure luxury'. The brand's uniqueness lies in its frosted bottle surface with printing on it – a first-of-its-kind in India.



Green Apple  
Orange  
Lemon Grass & Ginger  
Raspberry  
Lemon and  
Chocolate

