



the  
**SPIRIT** of dynamism



CORPORATE STATEMENT 2009-2010



We explore,  
we discover,  
we're the first  
to conquer.

We make our own  
uncontested space  
which others follow.  
And create new  
pathways  
where no one  
exists.



# Dear Shareholders,

I write this at a time when the world has begun to heave a sigh of relief as the first sign of the end of recession start appearing on the horizon. With this positive transformation taking place at the macro level, your company too has started gearing itself to reach new heights of business success. It will be our endeavor to take advantage of the emerging optimism in the global as well as Indian economy in the larger interest of our stakeholders.

India today is at the cusp of a major growth era that may last for a very long time. Your company is well poised, after emerging relatively well from the recessionary period, to ride the rising curve of Indian growth story. While we intend to retain the 'old is gold', we are fully conscious to grab the new business opportunities that synthesize well with the growth pattern of the Indian economy.

Year 2009-10 was indeed a fruitful year as we achieved an overall 23% net revenue growth. Our total volume stood at 14.6 mn c/s. Our brands like Magic Moments Vodka, 8 PM Whisky and Old Admiral Brandy were top earners and our new brand last year, Morpheus, struck a chord with our esteemed consumers.

I assure you that your company will continue to gain significant market share in the Brown Spirits and the fastest growing White Spirits segments in the premium and super premium categories. Research backed innovative product launches along with meeting the growing aspirations of the young will remain our main focus for the times to come.

We have launched two brands in whisky segment i.e. "After Dark and Eagles Dare". Though the new initiatives may take time to come into fruition, success once achieved will be abundant for all of us to share together. As always, we shall remain committed to working towards the overall aim of adding value to the stake of every stakeholder, be it shareholders, lenders, creditors, business partners or staff.

While we need your support in our new endeavors, I take this opportunity to wish all our stakeholders and associates the best of luck in the year 2010-11 and ever after. I wish them all the success and their families happiness and long life.

Cheers!!!



New age  
creators



# Radico Khaitan

Limited with an unconventional brand mix is driving a high-spirited movement. As one of the largest IMFL players, it is presently thriving in an industry sizzling with potential. At the core of Radico's success is the ability to identify opportunities by style, price point and distribution channel. A perspective which clearly defines the company's philosophy of innovation and passion.

In other words, Radico has been diligently following the dictum of 'we come, we see, we conquer'. The company's strategy to first get into a price segment that doesn't exist and then move up the value chain seeks to reinforce its leadership position in domestic market. From the popular segment to premium offerings, Radico's finest brands cater to every taste preference in every sector and price category.

Today, the company's portfolio is better positioned, functionally value packed, aesthetically distinct and innovatively distributed. This can be attributed to its tradition of testing new ideas and experimenting with flavours. Be it distinctive blends, superior value, compelling packaging or challenging bottle forms, every time Radico has emerged a 'category creator' and struck the right chord with consumers.

All these elements combined with robust business plans and industry best practices make up the company's success story. Transcending the barriers of competition, Radico continues to apply its inventiveness and focus on growing consumer preferences and higher price segments.

# Premiumization, a way forward.

It is evident that the Indian IMFL market will grow in value and volume, given its strengths and a rapidly expanding consumer base. Radico has committed itself to expedite its efforts through aggressive brand launches and a premium focused growth strategy.

With an unmatched feat of creating four millionaire brands, Radico is one of the largest liquor companies in the country. The company markets a wide range of recognized brands through a nationwide distribution network covering 95% of retail points.

Given the pioneering edge, Radico is committed to delight increasing number of consumers with new innovations and better brand experiences. Starting from Contessa Rum to 8 PM to Magic Moments Vodka to Morpheus and more, all brands are 'firsts' in their respective markets and have become established icons within their segments. Today the company operates across a diverse portfolio of whiskeys, rums, gins, brandies, and vodkas that have carved out a niche for themselves in the market.





All these factors prove favourable for the spirits major focusing on a high end premium identity. Two of its brands in the semi-premium and top-end segments, Magic Moments Vodka and Morpheus brandy together constitute 22% of the sale. This time about, Radico has entered into a new hemisphere, where it has introduced two new whiskeys at the premium end – Eagles Dare and After Dark.

Going forward, it's time to celebrate achievements and hit the market with more such brand favourites.



# The magical mix.

A portfolio of hugely successful brands makes Radico a name to reckon with. One of its winner brands Magic Moments (M2) fits rightly with Radico's strategy and further enhances its strength in the premium category.

Even though Magic Moments was launched in 2006, it was one of those brand icons that seems to be evolving with you everyday. Since its launch, the brand has responded to the growth in popularity and scripted several success stories. This can be attributed to its fine-grained taste and out-of-the-box packaging. Much before 'style-conscious gen next' became a buzz word, Magic Moments Vodka succeeded in creating a new price point in 2006.

The packaging was an instant hit – frosted bottle with a unique guitar shaped glass window, a feature not seen in any other Indian Vodka.