
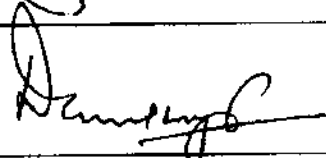







FORM A

Covering letter of the Annual Audit Report to be filed with the Stock Exchange

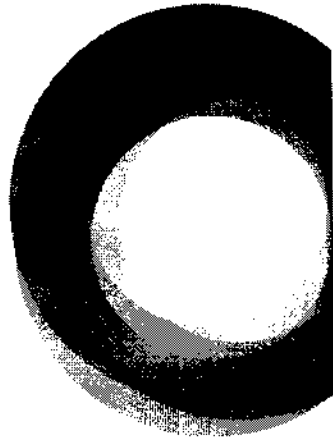
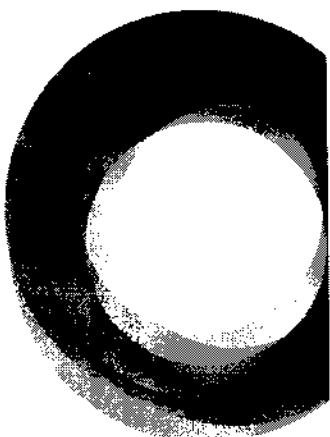
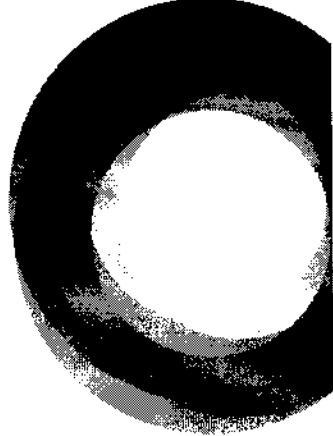
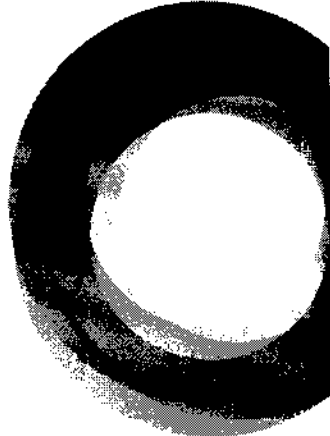
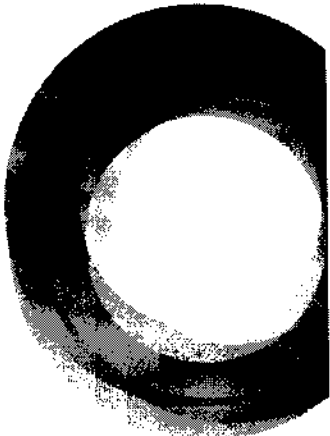
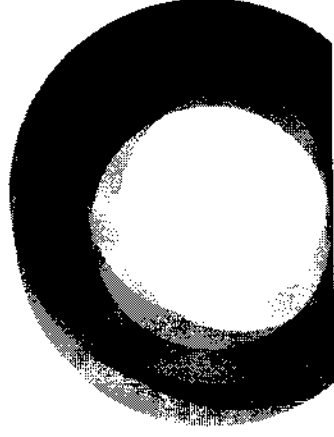
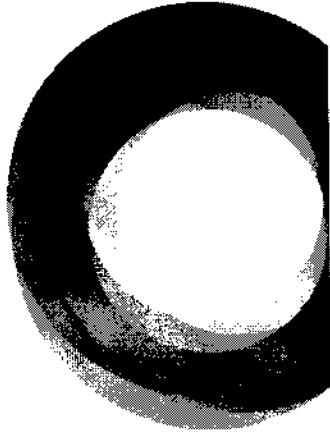
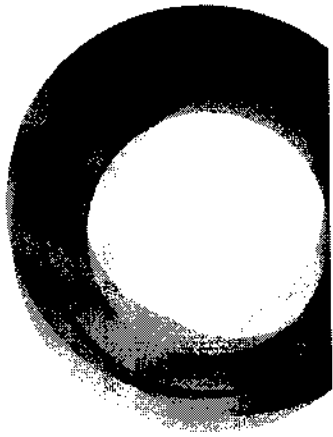
1.	Name of the Company	Radico Khaitan Limited
2.	Annual financial statements of the year ended	31 March 2015
3.	Type of Audit observation	Un-qualified / Matter of Emphasis
4.	Frequency of observation	Whether appeared first time/repetitive...../since how long period. N/A
5.	To be signed by – • CEO / Managing Director	
	• CFO	
	• Auditor of the company	For V. Sankar Aiyar & Co. Chartered Accountants ICAI FRN: 109208W  M.S. Balachandran Partner (Mem.no.:024282) 
	• Audit Committee Chairman	

Radico Khaitan Limited

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CIN No. L28941UP1983PLC027278



**ANNUAL REPORT
2014-2015**





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Radico Khaitan Limited stands tall amongst the key players of the Indian alcohol industry today. The company entered the world of IMFL in 1998. Through constant innovation and tapping on imminent business opportunities posed by the IMFL segment, the company has been able to achieve outstanding progress. The company has established its niche as a leading corporate organization on a global scale and expanding into newer geographies has always been a part of its core vision.

Marked by a million case success within the first year of its launch - 8PM was the first brand launched by Radico Khaitan. The company took its next leap by harping on to the 'premiumisation' strategy, which took off with the launch of 'Magic Moments' vodka in 2005, and saw great success. Replicating the same strategy Radico Khaitan expanded its product portfolio in the premium category with flavoured versions of Magic Moments vodka called 'Magic Moments Remix', Morpheus Brandy, M2 Verve Vodka, M2 Verve flavoured vodka and After Dark.

Quality and innovation have always been a priority for Radico Khaitan. The company launched its first premium brand 'Magic Moments' in a frosted bottle with a unique guitar shaped glass window and direct printing on the bottle, features that do not exist in any Indian brand. Morpheus brandy is packaged in an inverted goblet shaped bottle with a 'Guala' cap, a first of its kind innovation to be done in India. Also, its first brand 8PM has undergone a makeover from being molasses to grain based whisky, which was an offering of first of its kind in that segment. Owing to the superior quality and focus on innovative offerings, many products of Radico Khaitan have received honours and accolades in both India and abroad.

While expanding its product portfolio and presence in the Indian market, Radico Khaitan also continued to foster global ties. The company achieved a milestone in 2002, after scoring a successful collaboration for importing, distributing and marketing of Carlo Rossi - The no.1 bottled table wine brand in the world from the house of Ernest & Julio Gallo, California, the largest family owned winery in the world.

Having laid a strong foundation of global ties and exports in the last few years, Radico Khaitan is growing at a very healthy pace. The company gained strength from the grand success of its products in the Indian market which became a core support system that triggered the company's global expansion. Many brands from the straddle of Radico are now available in more than 50 countries world-wide and are being appreciated and consumed not only by the Indian Diaspora but also by the locals. The company is now focusing on increasing its presence in a number of developed markets in America and Asia Pacific. However, the company plans to focus on premiumisation of portfolio along with developing new products to meet the local aspirations and requirements. Investments will continue in brand building as well as opening up newer countries.



**MAGIC
MOMENTS**

ELECTRA

**COSMOPOLITAN
CRANBERRY FLAVOUR**

Low Alcoholic Beverage
Alcoholic Strength

8% v/v

Triple distilled & triple filtered with
carbon/Silver/Platinum
Premium Vodka Mixed Drink

Net Quantity
275ml

KICK THE BORING

There's a wild breed out there! Waiting to pounce on the unusual. Willing to go that extra mile. Fighting endlessly to kick the boring out of their lives. That breed of non-conformists now have their fuel. Grab a gush of raw adrenaline. Grab an Electra. A world of lively effervescence in 3 fierce yet sublime premium flavours (Agent Orange, Appletini and Cosmopolitan) & many more to follow. Radico Khaitan's latest offering is triple distilled & triple filtered with carbon and platinum filters. Keeping the spirit of innovation alive, this 8% vodka infused drink comes with a premium ring pull off cap, allowing boredom a flavourful escape. Stun the world with your daring machismo, charisma and unadulterated escapades.

**MAGIC
MOMENTS**
Vodka



Magic Moments : Zing up Life

What better way to zing up life than Magic Moments. India's largest selling vodka across all price points 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 absolute 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 4 consecutive years in the Monde selection.



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 2011, the world is taking note of its treasured legacy and trademark excellence. Without mention, the largest selling premium brandy, Morpheus has become a leader in its segment owing to a stringent process of creation and arduous maturity. After all, with our patience and an eye for detail, attaining perfection seems to be an easy task.