High
on
Innovation

Radico

ANNUAL REPORT
2015-2016

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Radico

8 PM
MAGIC MOMENTS
CROWN
MORPHEUS
XO
CONTESSA
XXX RUM
Bermuda
Old Admiral
AFTER DARK
MAGIC MOMENTS
VODKA
ELECTRA
VERVE
MAGIC MOMENTS
SUPER PREMIUM
VODKA
REGAL TALONS

Leap beyond the horizon

Radico Khaitan Limited has made its mark and stands tall amongst the key players of the Indian alcobev industry today. The company has been able to achieve outstanding progress and has established itself as a leading global organization on a global scale.

In 1998, the company entered the IMFL segment. The zest to innovate enabled the company to explore imminent business opportunities in the IMFL segment. The results achieved have been truly phenomenal and lead to its expansion into newer geographies.

While expanding its product portfolio and presence in the Indian market, Radico Khaitan also continued fostering 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.

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. 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 the next big step with the launch of 'Magic Moments' vodka in 2005, and saw great success. The "premiumisation" strategy made the brand even more prominent and thus, 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 being the prime driving force, has always lead the company to come up with unique and tasteful products. Radico Khaitan launched its first premium brand 'Magic Moments' in a style that no Indian brand had—frosted bottle with a unique guitar shaped glass window and direct printing on the bottle. Furthermore, the premium Morpheus brandy has a classy state-of-the-art inverted goblet shaped bottle with a 'Guala' cap.

Also, its first brand 8PM has undergone a makeover from being molasses to grain based whisky, which was first of its kind offering in that segment. Owing to the superior quality and focus on innovative offerings, many products of Radico Khaitan have received honours & accolades in both India and abroad.

Having laid a strong foundation of global ties and exports in the last few years, Radico Khaitan is growing at a very healthy pace. Many brands from the straddle of Radico are now available in more than 50 countries worldwide 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.

REGAL
TALONS
RARE GENERATION
WHISKY
SMOOTHEST BLEND OF
THE FINEST INDIAN GRAINS AND
IMPORTED AGED SCOTCH MALTS
REGAL
TALONS
RARE GENERATION
WHISKY

UNBEATABLE SPIRIT

Make ordinary, extraordinary with each sip of this finely blended premium whisky. Regal Talons has been especially made for the breed that believes in conquering and always emerge as champions at every step with their unbeatable spirit.

The fine taste of Regal Talons sets free the spirit of passion & perfection and takes one to a new level of supremacy. The smoothness of this whisky rolls on the tongue like silk and lets one savor it effortlessly, enjoying the finest things in life.

MAGIC
MOMENTS
ELECTRA
COSMOPOLITAN
CRANBERRY FLAVOUR

KICK THE BORING

Exploring the wilderness within, the quest to conquer the unusual and zest to go beyond the limits; is what drives nonconformists. To kick the boring out of their lives, we have introduced a gush of raw adrenaline for them- Electra.

Electra 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, that kicks the boredom out and lets one embark on expedition to find their inner glory & stun the world.

MAGIC MOMENTS

ELECTRA

MAGIC MOMENTS

VODKA

SINCE 1961
MONDE SELECTION
BRUXELLES
2015
INTERNATIONAL QUALITY INSTITUTE
GRAND GOLD
QUALITY AWARD

Magic Moments : Zing up Life

A rage overnight, the enthralling taste of Magic Moments not only set towns buzzing but also, unleashed the thirst of making every moment grand!

Produced from the finest grains, its triple distilled process is a mark of absolute purity that simply zings up life. This premium vodka is smooth and perfectly blends with your senses, giving an enriched taste. The spirit of Magic Moments can be celebrated with various tantalizing flavours that take excellence a notch up!

No wonder, this remarkable 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.