



RKL/SX/2026-27/08

May 06, 2026

BSE Limited
Phiroze Jeejeeboy Towers
Dalal Street
Mumbai – 400001
Scrip Code: 532497

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no. C/1,
G Block, Bandra-Kurla Complex, Bandra (E)
Mumbai – 400051
Scrip code: RADICO

Subject: Earnings Presentation.

Ref: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”).

Dear Sir/Madam,

Pursuant to Regulation 30 of the Listing Obligations, please find enclosed herewith the Earnings Presentation for Audited Standalone and Consolidated Financial Results for the quarter and financial year ended March 31, 2026.

This intimation is also being disseminated on the Company’s website at <http://www.radicokhaitan.com/investor-relations>

This is for your information and records.

Thanking You,
For **Radico Khaitan Limited**

Dinesh Kumar Gupta
Senior Vice President - Legal & Company Secretary

Email Id: investor@radico.co.in

Encl: A/a

RADICO KHAITAN LIMITED

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Mathura Road, New Delhi-110044

Ph: (91-11) 4097 5444/555

Registered Office: Rampur Distillery, Bareilly Road, Rampur-244901 (UP.)

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E-mail: info@radico.co.in, website: www.radicokhaitan.com

CIN No.: L26941UP1983PLC027278



Radico Khaitan Ltd.

(BSE: 532497; NSE: RADICO)

**Q4 FY2026 Earnings
Presentation**

Taking India to the World



RAMPUR
INDIAN SINGLE MALT WHISKY
NON-CHILL FILTERED
BARREL BLUSH
Indian Craftsmanship meets
Australian Flavors
Blended from single malt with citrus, lemon,
mint and a hint of vanilla. Smooth, bright
and fresh with a clean, crisp & balanced
finish. 750ml, 40% Alc. by Vol.

RAMPUR
INDIAN SINGLE MALT WHISKY
NON-CHILL FILTERED
DOUBLE CASK
product of india

RAMPUR
INDIAN SINGLE MALT WHISKY
NON-CHILL FILTERED
SAVA
CABERNET SAUVIGNON
product of india

VIRASAT
RAMPUR 1947
INDIAN SINGLE MALT WHISKY
RUBY PORT FINISH
MADE BY DISTILLERS ASSOCIATION OF INDIA
750ml, 40%

KOHINOOR
RESERVE
INDIAN DARK RUM
TRIPLE AGED
A MATURE BLEND OF
750ml, 40%

SANGAM
A beautiful harmony
WORLD MALT WHISKY
NON-CHILL FILTERED
THE SPOT
750ml, 40%

JAISALMER
INDIAN CRAFT GIN
The Regally Drink
40% Alc. by Vol. 750ml

THE SPIRIT OF
KASHMYR
INDIAN SAUVIGNON BLUSH

JAISALMER
INDIAN CRAFT GIN
The Regally Drink
GOLD EDITION
500ml

THE SPIRIT OF
KASHMYR
INDIAN NATURAL GIN

Performance Highlights

Best-ever year on all key metrics: volume, top line, profitability

Q4 FY2026 vs. Q4 FY2025

Total IMFL Volume*

↑ 4.0% to
9.52 Million
Cases

Prestige & Above Volume

↑ 27.9% to
4.35 Million
Cases

Revenue from Operations (Net)

↑ 15.3% to
₹ 1,503.7
Crore

Gross Profit

↑ 27.3% to
₹ 721.8 Crore
Margin up 453 bps
to 48.0%

EBITDA

↑ 64.0% to
₹ 286.3 Crore
Margin up 565 bps
to 19.0%

Total Comprehensive Income**

↑ 99.6% to
₹ 176.5
Crore

Full Year FY2026 vs. Full Year FY2025

Total IMFL Volume*

↑ 22.2% to
38.33 Million
Cases

Prestige & Above Volume

↑ 28.5% to
16.70 Million
Cases

Revenue from Operations (Net)

↑ 24.7% to
₹ 6,050.4
Crore

Gross Profit

↑ 31.9% to
₹ 2,740.9 Crore
Margin up 248 bps
to 45.3%

EBITDA

↑ 52.4% to
₹ 1,018.5 Crore
Margin up 305 bps
to 16.8%

Total Comprehensive Income**

↑ 75.9% to
₹ 600.3
Crore

* Including brands on Royalty

** Including exceptional charge of ₹ 6.99 Cr in Q1 FY26 on account of reassessment of House & Water Tax (FY2019-FY2025) and ₹ 9.56 Cr in Q3 FY26 on account of the changes due to the New Labour Code; Q4 FY26 includes an income of ₹ 3.90 Cr on account of capital subsidy received from UP state government for the Sitapur greenfield distillery project

Board of Directors recommended a dividend of ₹ 9 per share (last year ₹ 4 per share); Policy of minimum 20% payout

Commenting on the results and performance, Dr. Lalit Khaitan, Chairman and Managing Director said:

“I am pleased to report that we **closed the year on a strong note, supported by a favourable industry environment and continued premiumisation across categories.** The Indian IMFL industry remains structurally robust, driven by rising affluence, evolving consumer preferences and growing acceptance of premium and luxury offerings. Encouragingly, these trends are playing out across both urban and emerging markets, reinforcing the strength and relevance of our long-term strategic direction.

At Radico Khaitan, our sustained focus on premiumisation continues to deliver tangible results. **Our Prestige & Above portfolio delivered over 28% growth during the year, supported by a strong brand architecture, innovation-led launches and deeper consumer engagement.** This disciplined shift towards higher-value segments over the years has strengthened the quality of our business, improved our margin profile and reinforced the resilience of our portfolio in an increasingly competitive landscape.

Over the years, we have consciously invested in building brands with strong consumer recall, differentiated positioning and long-term scalability. **Our premium and luxury portfolio today reflects this commitment, combining Indian craftsmanship, contemporary consumer appeal and consistent execution across markets.** As consumer aspirations continue to evolve, we believe Radico Khaitan is well positioned to capture the next phase of value-led growth in the industry.

We remain mindful of evolving global dynamics due to the ongoing geopolitical developments in West Asia. **However, our business fundamentals remain strong, and we are confident of sustaining our margin expansion trajectory in the coming year.**

Our approach to growth remains anchored in financial discipline, agility and long-term value creation. **Looking ahead, we remain confident in Radico Khaitan’s growth trajectory, supported by premiumisation, innovation-led brand building, improving operating leverage and a stronger balance sheet. We are well positioned to sustain industry leading growth momentum and create enduring value for all stakeholders.”**

Commenting on the results and performance, Mr. Abhishek Khaitan, Managing Director said:

“FY2026 marks a clear inflection point for Radico Khaitan, with our premiumisation strategy and disciplined execution translating into stronger margins, improved return ratios and enhanced earnings quality. The Prestige & Above segment once again led our growth, reinforcing our focus on driving value over volume and strengthening our competitive positioning.

During the year, we achieved two significant financial milestones, surpassing ₹6,000 crore in net revenue and crossing ₹1,000 crore in EBITDA. These achievements reflect the strength of our strategy, execution capabilities and the resilience of our brands in an increasingly competitive landscape.

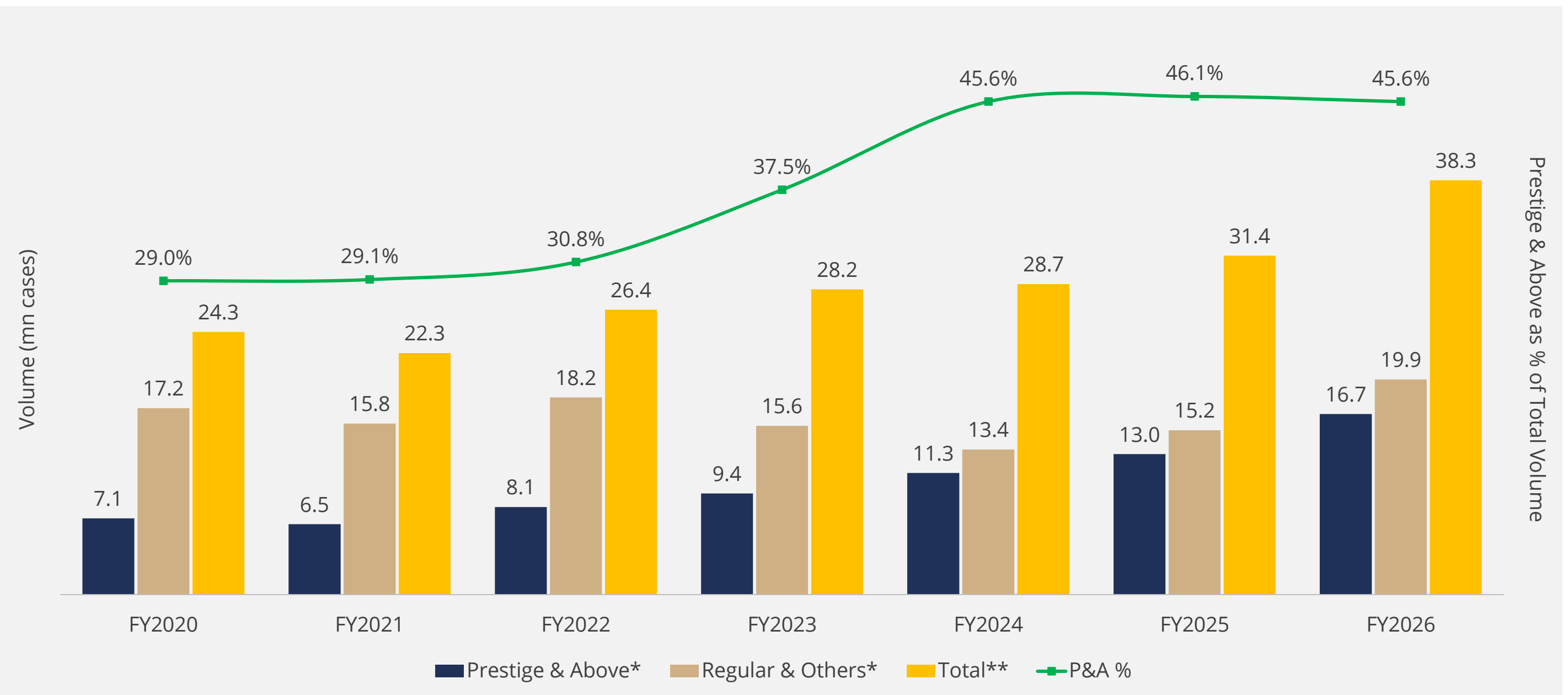
Innovation remained a key growth driver, particularly in the luxury and vodka segments. **Our luxury portfolio delivered sales value of ₹475 crore, supported by strong consumer traction across Rampur Indian Single Malt, Jaisalmer Indian Craft Gin and Royal Ranthambore Whisky.** Magic Moments neared ₹1,500 crore in sales value and reached 8.6 million cases, further strengthening its leadership in vodka. During the year, After Dark grew over 60% and crossed 3.1 million case mark, while Royal Ranthambore continued its robust trajectory of over 50% growth, reflecting strong momentum across key brands.

We also strengthened brand equity through focused marketing, on-trade activations and consumer engagement initiatives. **The Royal Ranthambore limited-edition pack, celebrating India’s six legendary tigers, brought together premium storytelling with a strong sustainability message around wildlife conservation.** Alongside this, brand advocacy, experiential campaigns and sharper focus on digital engagement helped deepen consumer connect, especially with younger cohorts.

On the financial front, margins improved meaningfully, supported by a favourable premium mix, benign input costs and operating leverage. This translated into stronger return ratios and healthy cash generation. **In line with this performance and our confidence in the long-term outlook, the Board has adopted a minimum 20% dividend payout policy, while retaining flexibility to invest behind premiumisation, innovation and future growth.”**

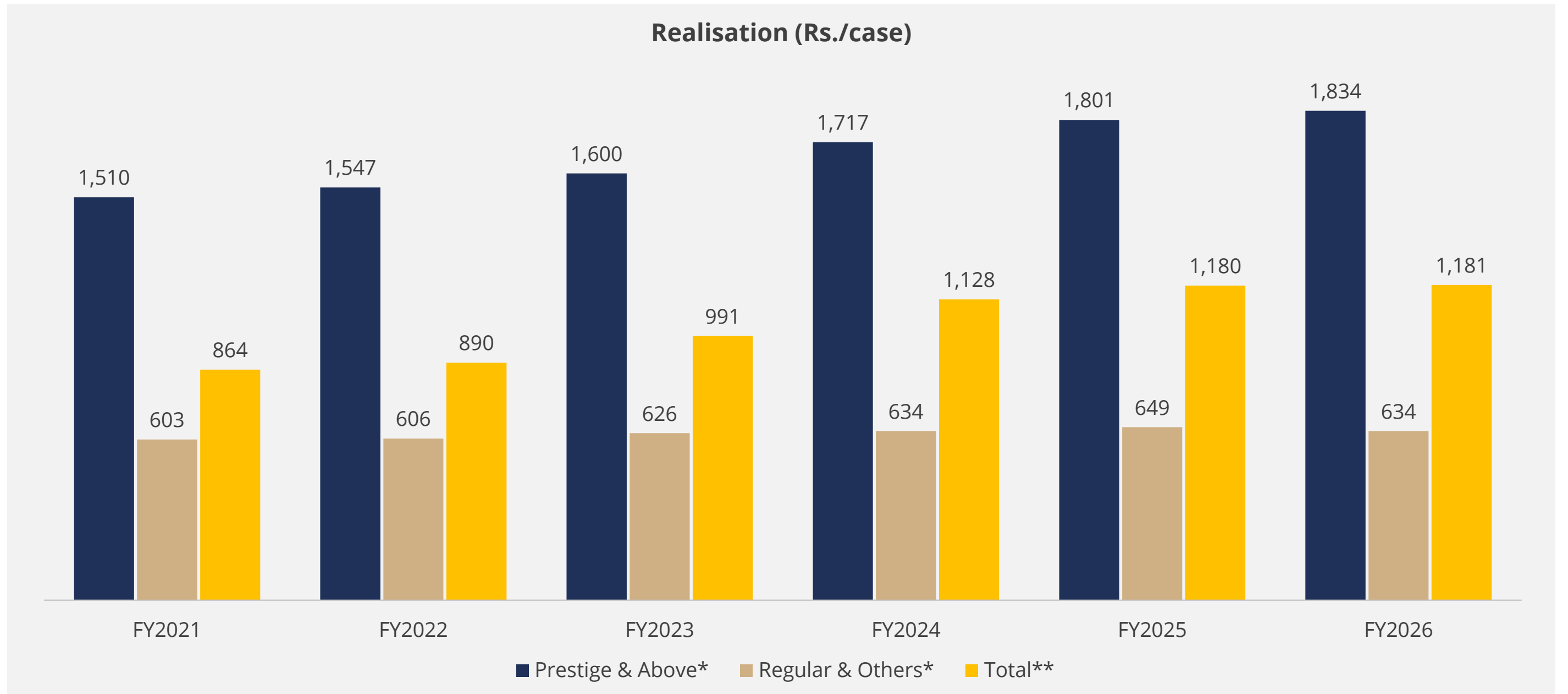
Continued Strong Prestige & Above brands growth

Prestige & Above brands have grown at a CAGR of 21% since FY2021



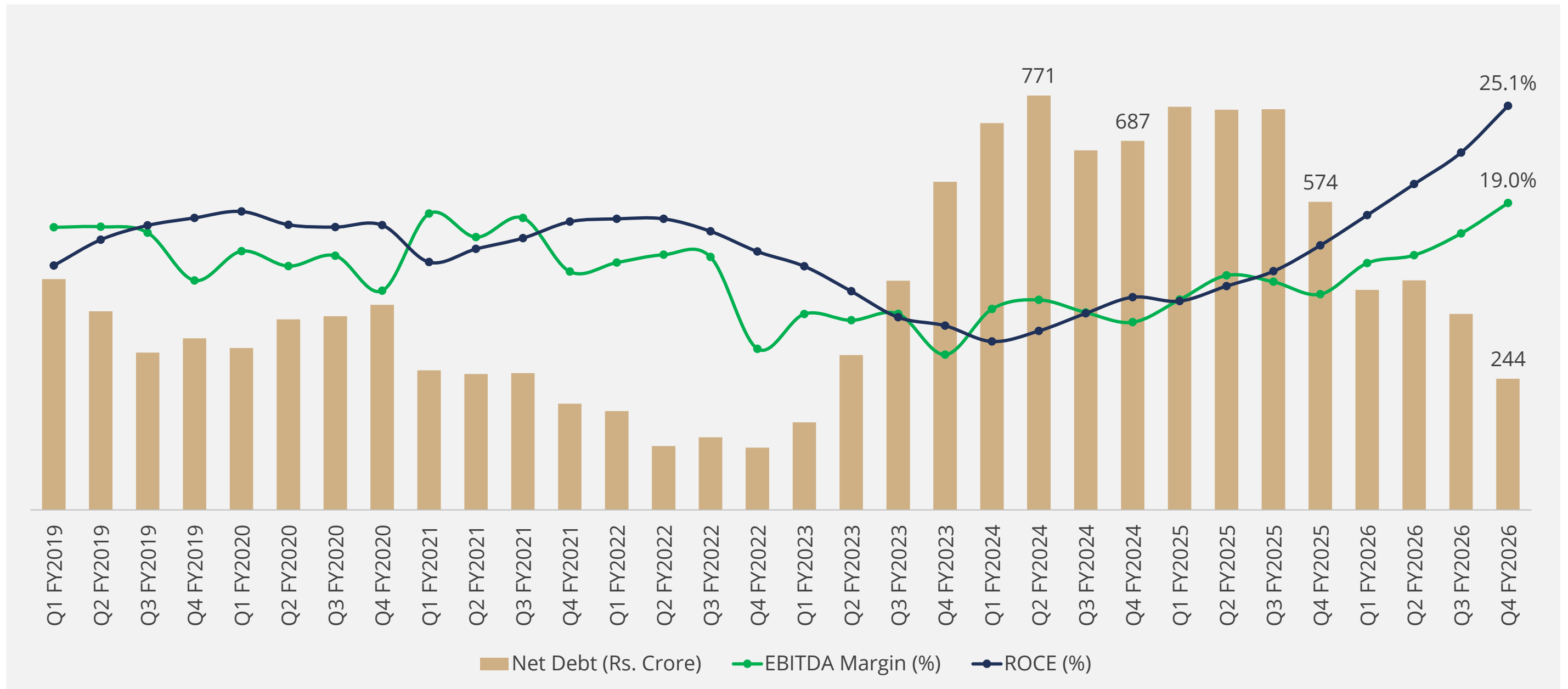
Continued Strong Prestige & Above brands growth

Leading to a sustainable improvement in the realization per case



Robust Financial Performance

Premiumization coupled with the raw materials tailwinds has led to higher profitability and stronger return ratios

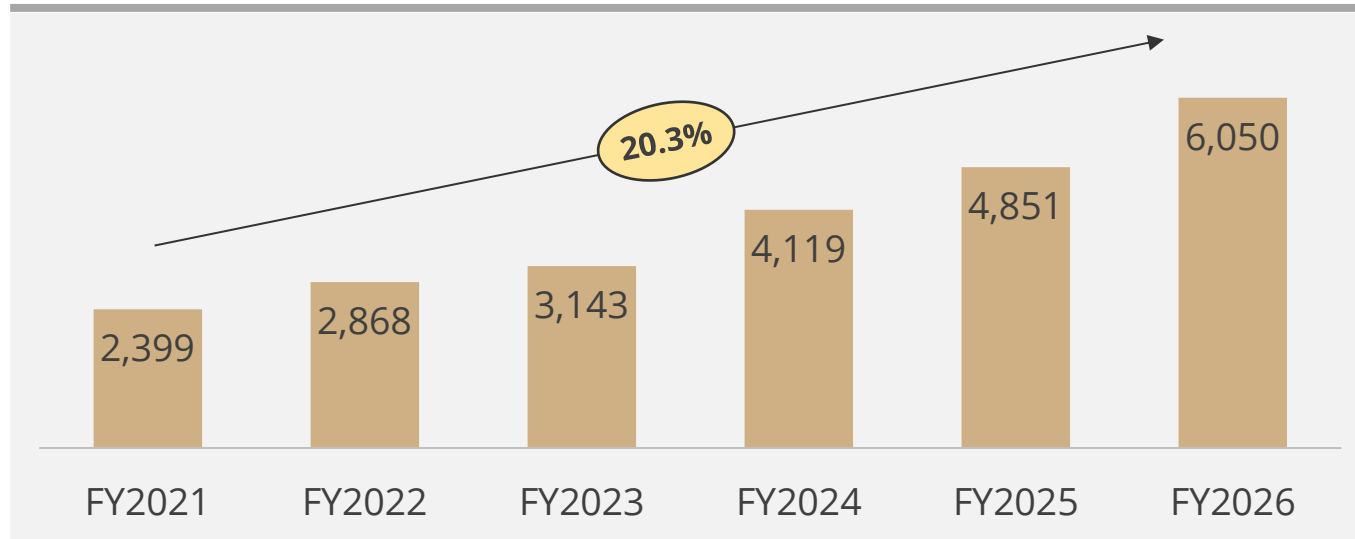


Robust Financial Performance

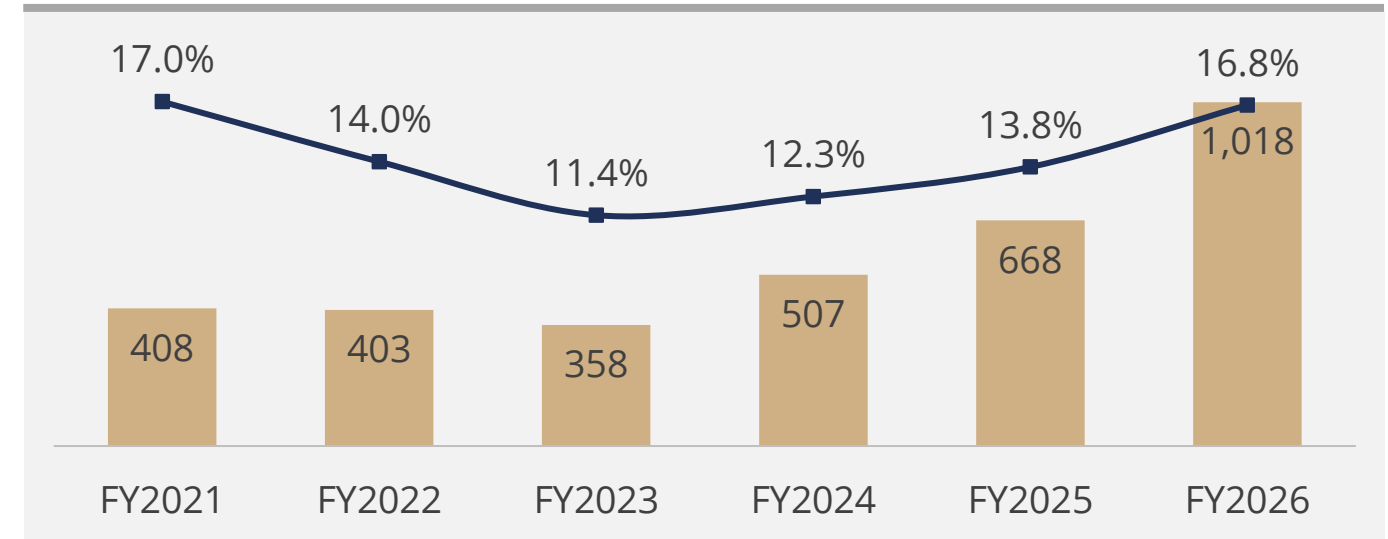
A strong top line along with consistent improvement in profitability and return ratios



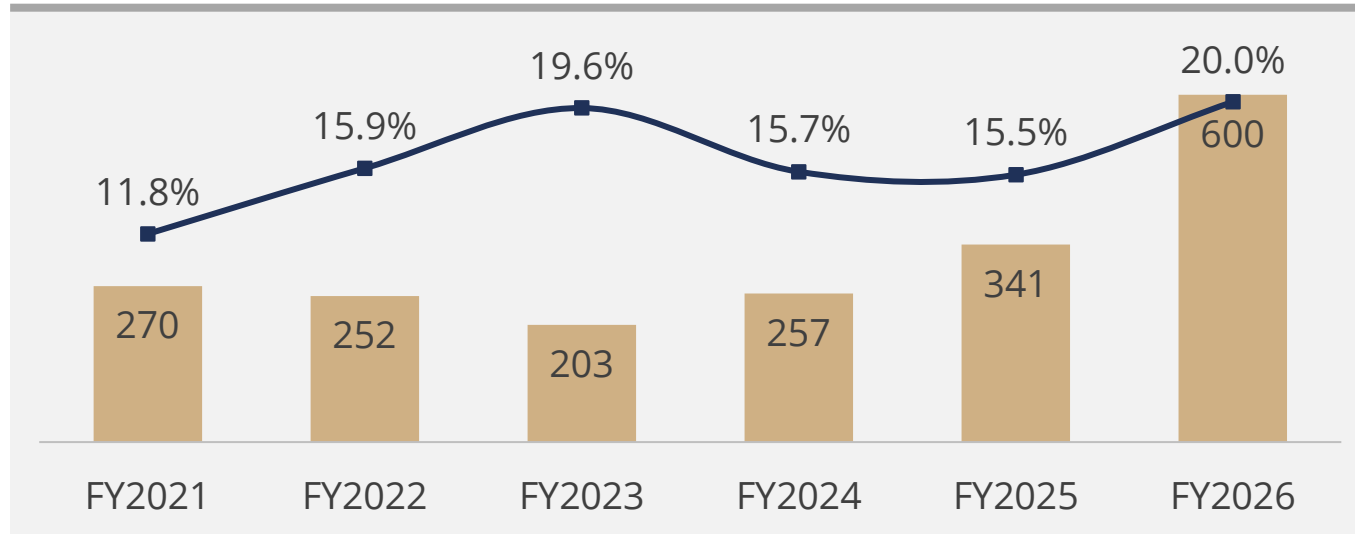
Net Sales (Rs. Crore)



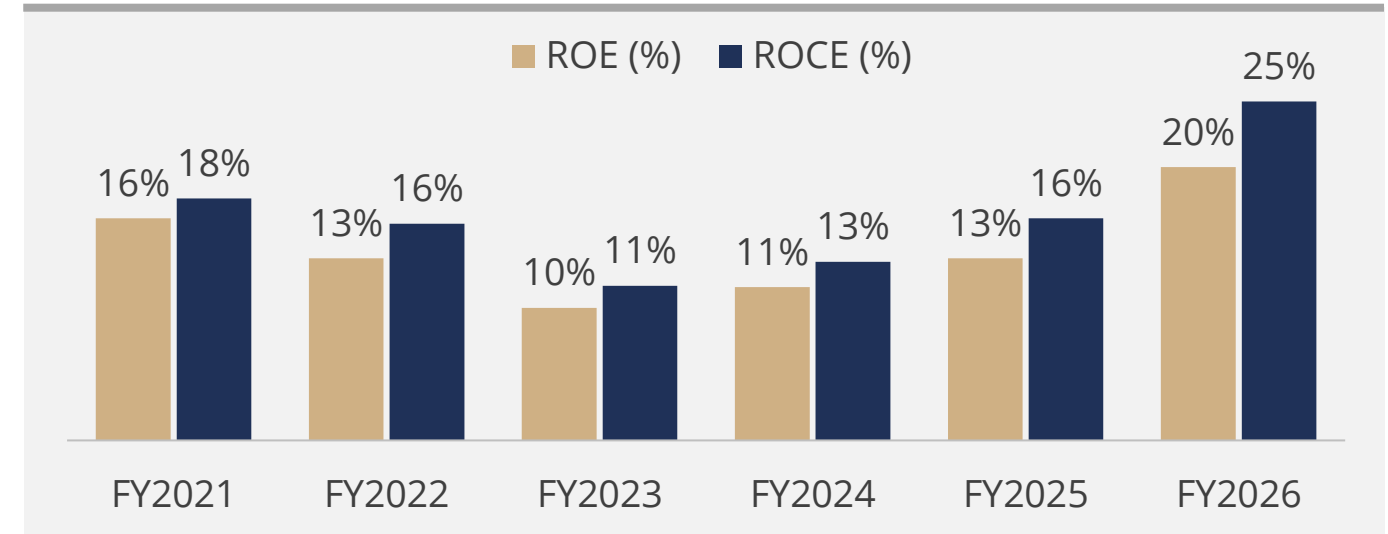
EBITDA (Rs. Crore) and Margin (%)



Net Comprehensive Income (Rs. Crore) and Dividend Payout (%)



ROE and ROCE Ratios (%)



Key Operating Metrics

	Q4		y-o-y	Q3		Full Year		y-o-y
	FY2026	FY2025	Growth (%)	FY2026	Growth (%)	FY2026	FY2025	Growth (%)
Operational Performance (Million Cases)								
Prestige & Above	4.35	3.40	27.9%	4.62	(5.7)%	16.70	13.00	28.5%
Regular & Others	4.75	5.29	(10.2)%	4.70	1.2%	19.92	15.21	31.0%
Total Own Volume	9.11	8.70	4.7%	9.32	(2.2)%	36.62	28.20	29.8%
<i>Prestige & Above as % of Total Own Volume</i>	47.8%	39.1%		49.6%		45.6%	46.1%	
Royalty Brands	0.41	0.45		0.43		1.72	3.16	
Total Volume	9.52	9.15	4.0%	9.75	(2.4)%	38.33	31.36	22.2%
Revenue Break up (₹ Crore)								
IMFL (A)	1,098.7	969.2	13.4%	1,139.7	(3.6)%	4,355.5	3,371.7	29.2%
<i>Prestige & Above</i>	793.7	614.8	29.1%	838.3	(5.3)%	3,063.7	2,340.2	30.9%
<i>Regular & Others</i>	294.5	344.0	(14.4)%	295.2	(0.2)%	1,262.5	986.3	28.0%
<i>Others</i>	10.4	10.4		6.2		29.4	45.2	
Non IMFL (B)	405.0	334.9	20.9%	407.0	(0.5)%	1,694.9	1,479.4	14.6%
Revenue from Operations (Net) (A+B)	1,503.7	1,304.1	15.3%	1,546.7	(2.8)%	6,050.4	4,851.1	24.7%
<i>Prestige & Above as % of Total IMFL Revenue</i>	72.2%	63.4%		73.6%		70.3%	69.4%	
<i>IMFL as % of Total Revenue from Operations</i>	73.1%	74.3%		73.7%		72.0%	69.5%	

Above financials are on Standalone basis

Key Financial Metrics

Financial Performance (₹ Crore)	Q4		y-o-y	Q3		Full Year		y-o-y
	FY2026	FY2025	Growth (%)	FY2026	Growth (%)	FY2026	FY2025	Growth (%)
Revenue from Operations (Gross)	5,182.3	4,485.4	15.5%	5,423.8	(4.5)%	20,976.4	17,098.5	22.7%
Revenue from Operations (Net)	1,503.7	1,304.1	15.3%	1,546.7	(2.8)%	6,050.4	4,851.2	24.7%
Gross Profit	721.8	566.9	27.3%	719.4	0.3%	2,740.9	2,077.3	31.9%
<i>Gross Margin (%)</i>	48.0%	43.5%		46.5%		45.3%	42.8%	
EBITDA	286.3	174.5	64.0%	265.4	7.9%	1,018.5	668.4	52.4%
<i>EBITDA Margin (%)</i>	19.0%	13.4%		17.2%		16.8%	13.8%	
Profit Before Tax	232.7	121.5	91.5%	206.6	12.6%	803.3	464.6	72.9%
Total Comprehensive Income*	176.5	88.4	99.6%	153.7	14.8%	600.3	341.2	75.9%
<i>Total Comprehensive Income Margin (%)</i>	11.7%	6.8%		9.9%		9.9%	7.0%	
Basic EPS (₹)	13.08	6.78	92.9%	11.59	12.8%	45.01	25.81	74.4%

Above financials are on Standalone basis

* Including exceptional charge of ₹ 6.99 Cr in Q1 FY26 on account of reassessment of House & Water Tax (FY2019-FY2025) and ₹ 9.56 Cr in Q3 FY26 on account of the changes due to the New Labour Code; Q4 FY26 includes an income of ₹ 3.90 Cr on account of capital subsidy received from UP state government for the Sitapur greenfield distillery project

Key Financial Metrics

(₹ Crore)	Q4		y-o-y	Q3		Full Year		y-o-y
	FY2026	FY2025	Growth (%)	FY2026	Growth (%)	FY2026	FY2025	Growth (%)
Revenue from Operations (Gross)	5,182.3	4,485.4	15.5%	5,423.8	(4.5)%	20,976.4	17,098.5	22.7%
Revenue from Operations (Net)	1,503.7	1,304.1	15.3%	1,546.7	(2.8)%	6,050.4	4,851.2	24.7%
Other Income	5.8	1.4	321.3%	2.6	122.8%	15.4	4.9	218.4%
Income from Operations	1,509.5	1,305.5	15.6%	1,549.4	(2.6)%	6,065.9	4,856.0	24.9%
Cost of Goods Sold	781.9	737.1	6.1%	827.4	(5.5)%	3,309.5	2,773.9	19.3%
Employee Benefit	60.2	52.4	14.8%	69.8	(13.7)%	244.0	217.3	12.3%
Selling & Distribution	164.6	149.6	10.0%	175.8	(6.4)%	641.6	476.5	34.6%
Depreciation	42.2	36.0	17.3%	37.2	13.5%	153.0	140.1	9.2%
Interest	15.4	21.5	(28.4)%	16.4	(6.2)%	64.0	73.8	(13.2)%
Other Operating Expenses	212.5	187.3	13.5%	206.6	2.9%	833.8	709.8	17.5%
Total Expenses	1,276.8	1,184.0	7.8%	1,333.2	(4.2)%	5,246.0	4,391.4	19.5%
Profit Before Exceptional Item & Tax	232.7	121.5	91.5%	216.2	7.6%	819.9	464.6	76.5%
Exceptional Items*	0.0	0.0		(9.6)		(16.6)	0.0	
Profit Before Tax	232.7	121.5	91.5%	206.6	12.6%	803.3	464.6	72.9%
Current Tax	48.9	26.9		51.0		186.0	110.9	
Tax Adjustments for Earlier Years	0.0	0.6		0.0		0.0	0.6	
Deferred Tax	8.6	3.2		0.6		14.8	7.9	
Net Profit	175.2	90.7	93.1%	155.1	12.9%	602.5	345.2	74.6%
<i>Net Income Margin (%)</i>	<i>11.6%</i>	<i>7.0%</i>		<i>10.0%</i>		<i>10.0%</i>	<i>7.1%</i>	
Other Comprehensive Expenses / (Income)	(1.3)	2.3		1.3		2.3	4.0	
Total Comprehensive Income	176.5	88.4	99.6%	153.7	14.8%	600.3	341.2	75.9%
<i>Total Comprehensive Income Margin (%)</i>	<i>11.7%</i>	<i>6.8%</i>		<i>9.9%</i>		<i>9.9%</i>	<i>7.0%</i>	

Q4 FY2026 Highlights

- Revenue from Operations (Net) grew by 15.3% y-o-y. Total IMFL volume* increased 4.0% whereas Prestige & Above category volume grew 27.9%. Regular volume degrowth was due to a higher base of Q4 FY25 after the change in the route-to-market in the state of Andhra Pradesh, and the impact of the policy change in Maharashtra and Karnataka. Prestige & Above net revenue growth was 29.1% compared to Q4 FY25.
- Non-IMFL revenue growth was due to a lower base of Bulk alcohol sales in Q4 FY25.
- Gross Margin during the quarter was 48.0%, representing a 453 bps expansion Y-o-Y and 150 bps expansion Q-o-Q. Gross Margin improved on Y-o-Y basis due to a relatively benign raw material scenario coupled with ongoing premiumization. Raw material accounted for 225 bps of gross margin expansion during the quarter. While, the Company continues to monitor the West Asia crisis, we are confident of our margin expansion trajectory in FY27.
- The Company's strategy is to continue to make prudent marketing investments over existing core brands and new launches to sustain the growth and market share. During Q4 FY26, A&SP was 6.7% of IMFL sales compared to 7.6% in Q4 FY25. On a quarterly basis, the amount may vary but we expect to maintain A&SP spend around 6% to 8% of our IMFL revenues to be able to drive the sales momentum.
- Q4 FY26 included an income of ₹ 3.90 Cr on account of capital subsidy received from the state of Uttar Pradesh for the Sitpaur greenfield distillery project.

As of March 31, 2026	₹ Crore	Comment
Total Debt	331.8	Including Term Loans of ₹ 129.99 Cr (reduction in TL of ₹ 160.0 Cr since March 31, 2025)
Cash & Cash Equivalents	(87.7)	
Net Debt	244.1	Reduction in Net Debt of ₹ 329.5 Cr since March 31, 2025; Net Debt free by H1 FY2027

Royal Ranthambore Premium Glassware

Conserve
India's Finest Tigers

Limited Edition



Dedicated to Six Legendary Tigers of India

Best-in-Class Luxury Portfolio

After the success of Rampur and Jaisalmer, further strengthened the Indi-lux portfolio over the past five years



FY2022

The most expensive Indian whisky at the entry level scotch segment; priced higher than the competition



FY2023

A confluence of the finest malts sourced from traditional European origins as well as from the New World



FY2024

The crown jewel of luxury rums – triple aged in American Oak Barrels, followed by further maturation in Cognac XO and Vermouth casks



FY2025

Another core expression from the House of Rampur, reflecting our distinctive maturation techniques



FY2026

Luxury vodka with with an aspiration to transform into a leading global brand;
A new age single malt carrying forward the legacy of Rampur Distillery

A disciplined journey from selective brands to a comprehensive, world-class Indian luxury spirits portfolio



Rampur Indian Single Malt Whisky

- Eight expressions (Select, PX Sherry, Signature Reserve, Double Cask, Asava, Trigun, Jugalbandi, Barrel Blush)
- Available in around 50 countries and 35 travel retail
- Rampur Double Cask available in 21 states in India and Asava in 13 states

Recent Awards: Rampur Double Cask

- Gold Medal Winner at The Spirits Business World Whisky Masters, 2025
- World's 50 Most Admired Whiskies by Drinks International
- Gold Medal Winner at Eurasia Spirits Drinks, 2024
- Gold Medal Winner at London Spirit Competition, 2024
- Gold Medal Winner at Barleycorn Awards, 2024



Recent Awards: Rampur Asava

- Gold in The Fifty Best World Whisky Tasting 2025
- Gold in London Spirit Competition, 2024
- Gold Medal at Bartender's Brand Award, 2024
- Wine Enthusiast named Rampur Asava as one of the Top 10 Single Malts in the World, 2023
- Double Gold at Barleycorn Award, 2023 and named as the Best World Whisky

Recent Awards: Rampur Select

- World's 50 Most Admired Whiskies by Drinks International
- Top 100 Spirits of 2023 by Wine Enthusiast
- Double Gold at The Fifty Best World Whisky, 2023





Sangam World Malt Whisky

- “Sangam” is derived from the Hindi word meaning "confluence," which symbolizes the seamless blend of Eastern tradition and Western whisky-making expertise
- Meticulous fusion of premium malts sourced from Europe and the New World
- Available in around 40 countries; 18 states in India

Recent Awards

- Spirit of the Year – India at the 2025 Bartender Spirits Awards
- Gold Medal Winner at Barleycorn Awards, 2024
- Gold Medal at the Beverage Tasting Institute, BTI Luxury Spirits Award, 2023

Jaisalmer Indian Craft Gin

- Contains 11 botanicals/herbs, out of which 7 are from all parts of India
- Available in around 40 countries and 30+ travel retail; 22 states in India & 50% market share of the luxury gin space
- Jaisalmer Gold has 18 botanicals including saffron; Now available in 7 states

Recent Awards

- Gold Medal Winner at The London Spirits Competition, 2025
- Double Gold Medal Winner at The Fifty Best Gin, 2025
- Double Gold Medal Winner at the Barleycorn Awards, 2024
- Gold Medal Winner at Eurasia Spirits Drinks, 2024





The Spirit of Kashmyr, Luxury Vodka

- Crafted with Pampore saffron, renowned as the world's finest, this spirit redefines luxury. It is blended with Himalayan spring water, sourced from pristine mountain glaciers
- Distilled from the finest grain, nurtured in the fertile soils of the Kashmir valley, and refined through diamond filters for enhanced purity and exceptional smoothness
- This is a unique opportunity to address the luxury vodka space, long dominated by imported brands, with an authentic, world-class Indian offering
- Currently available in 10 states; It is also available in UAE, Africa, Australia and UK



Royal Ranthambore Heritage Collection Whisky

- Crafted from different bespoke Blended Malt Scotch from various regions of Scotland. Scotch grain is also blended to harmonize the Whisky
- Signed an endorsement deal with Bollywood star, Saif Ali Khan
- Available in 23 states in India and we will continue to expand the width of distribution; Market share of 11% in CSD during the month of March 2026; Crossed ₹200 Crore in net sales value

Recent Awards

- Gold at Monde Selection Awards 2025; International High-Quality Trophy at Monde Selection Awards 2024
- Gold at The Fifty Best World Whisky, 2023





Morpheus Rare Luxury Whisky

- A strategic extension of our premium portfolio, entering the high-growth super-premium whisky segment. Building on the formidable brand equity of Morpheus Brandy, India's largest super-premium brandy, this new brand represents a bold step forward in the Company's ambition to lead across categories
- Crafted with imported Scotch malts and fine Indian grain spirits, and aged in Bourbon barrels, Morpheus Whisky delivers a smooth, full-bodied experience with a distinctive fruity-floral character
- This launch reflects our continued focus on premiumization, innovation, and capturing the evolving preferences of a new generation of consumers
- Currently available in 10 states

Morpheus Super Premium Brandy

- With over 60% market share, Morpheus is India's largest selling premium brandy. Morpheus' fruity and floral top notes combine with sweet and heavy bodied traces of matured wood, vanilla and raisin to provide a truly exquisite aftertaste
- Crafted by our master blenders, Morpheus Blue is perfection in a bottle, created for the most deserving of dreamers. Named after the Greek God of Dreams, it provides an exotic experience to the premium brandy lovers
- Achieved 1.3 million case volume in FY2026

Recent Awards

- Morpheus Blue XO Brandy – Grand Gold at Monde Selection 2025
- Morpheus XO Premium Brandy – Gold at Monde Selection 2025





Magic Moments Vodka

- Continues to gain market share; accounts for 60% of the overall vodka market share
- Around ₹1,500 Crore net sales value; Crossed 8.6 million case sales in FY26
- Launched Magic Moments Flavors of India, a vibrant new range of flavored vodkas that celebrate the essence, culture, and taste of India, with Jamun SpicyMint, Alphonso Mango and Thandaai flavors

8PM Premium Black Whisky

- Available in 24 states and we will continue to expand the width of distribution; building strong traction
- As part of our premiumization strategy, we introduced a bold new look for 8PM Premium Black Whisky, reflecting evolving consumer preferences while retaining the brand's distinctive character
- Received Gold at Monte Selection Awards 2025; International High-Quality Trophy at Monde Selection Awards 2024 (for achieving Gold/ Grand Gold for three consecutive years)



After Dark Blue Whisky

- Re-launched After Dark Blue Whisky in a refreshed and more contemporary format during FY2023
- Registered 63% growth in FY26 and crossed 3.1 million case sales
- Available in 21 states and we will continue to expand the width of distribution



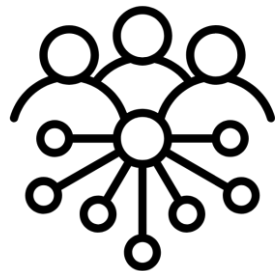
RISE IN ORANGE
CELEBRATE WITH BLACK



OFFICIAL CELEBRATION PARTNER

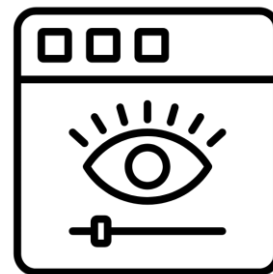
Reach

650
Million



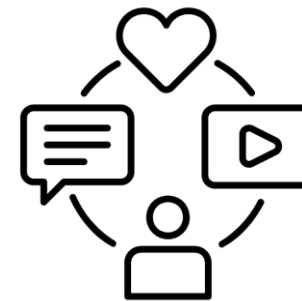
Impressions

900
Million



Engagements/Views

600
Million



Followers

2.5
Million



Across multiple digital media platforms such as YouTube, Meta, Spotify, and more — covering 11 power brands (FY26)



Rampur 1943 Virasat

Rampur 1943 Virasat Indian Single Malt was successfully launched across key North Indian markets, beginning with UP, Haryana, and Delhi. The campaign delivered strong visibility, **generating over 7 million reach and 21 million video views**. This rollout helped establish a premium positioning for the brand while driving significant audience engagement in priority regions.



The Spirit Of Kashmir Launch

We launched *The Spirit of Kashmir Luxury Vodka* with a visually immersive brand film shot in Kashmir, capturing the essence and storytelling of the brand. The film was strategically amplified across social media platforms to maximize reach and engagement. As a result, the campaign delivered over **128 million impressions, garnered 45 million video views across channels, and reached more than 58 million unique users, establishing strong visibility and impact for the brand.**



Rampur Distillery X Jim Murray

Three decades after his first visit, Jim Murray returned to Rampur Distillery, marking its rise as a global symbol of India's whisky craftsmanship. The unveiling of Rampur 1943 Virasat highlighted a legacy of innovation, precision, and heritage built over generations. Commemorated by a special cask signing, the moment was hailed as "a testament to Indian whisky. **The campaign garnered over 12 million views**, reinforcing India's growing prominence on the global whisky stage.



Rampur 1943 Virasat x Jim Murray

Rampur 1943 Virasat Indian Single Malt exemplifies a refined blend of heritage, craftsmanship, and luxury, reflecting India's evolving premium whisky landscape. An exclusive masterclass led by Jim Murray offered immersive insights into its creation and character, elevating brand engagement. The initiative combined storytelling, tasting, and experiential learning to deepen consumer connection. **The campaign garnered over 6 million views**, reinforcing Virasat's positioning as a distinguished luxury offering.



Magic Moments x Terrible Tiny Tales

Built strong emotional brand recall through culturally relevant, authentic storytelling. The campaign featured **3 content films** with natural integration of Magic Moments bottles and branding, driving a total of **1.5 million views**.



Magic Moments X Kriti Sanon

Magic Moments onboarded **Kriti Sanon as its brand ambassador** and developed a brand film that brought the brand's world to life. The campaign was amplified across social media platforms, delivering strong reach and engagement, with over **195 million impressions, 52 million video views**, and more than **106 million unique people reached**.

Disclaimer



This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Radico Khaitan’s future business developments and economic performance.

While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations.

These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance.

Radico Khaitan undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

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Q4 FY2026 Earnings Call Details

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