

RKL/SX/2026-27/28

July 05, 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 : Press release.

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 Regulations, please find enclosed herewith Press Release titled “Magic Moments Sets a New Benchmark for Indian Vodka, Sells 3.25 million Cases in Q1 FY2027” dated July 05, 2026, issued by the Company.

The copy of the press release is also being disseminated on the Company’s website at <http://www.radicokhaitan.com/investor-relations>

Kindly take the same on records.

Thanking You,
For **Radico Khaitan Limited**

Dinesh Kumar Gupta
Senior Vice President- Legal & Company Secretary

Email Id: investor@radico.co.in

Encl: as above

RADICO KHAITAN LIMITED

Corporate Office: Plot No. J-1, Block B-1, Mohan Co-op. Industrial area
Mathura Road, New Delhi-110044

Ph: (91-11) 4097 5444/555

Registered Office: Rampur Distillery, Bareilly Road, Rampur-244901 (UP.)
Phones: 0595-2350601/2, 0595-2350009

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

CIN No.: L26941UP1983PLC027278

**Magic Moments Sets a New Benchmark for Indian Vodka,
Sells 3.25 million Cases in Q1 FY2027**

Landmark milestone reflects the rapid evolution of India's vodka category, driven by premiumisation, flavour innovation and changing consumer preferences

New Delhi, July 5, 2026 – Magic Moments, the flagship vodka brand from Radico Khaitan, India's largest homegrown alcobev company, has achieved a landmark milestone by sustaining a record run rate sales of one million cases every month. The achievement further reinforces Magic Moments' position as India's leading vodka brand and the world's fifth-largest vodka brand, while highlighting the growing scale and long-term potential of India's vodka category.

During the quarter, Magic Moments delivered total volume of 3.25 million cases compared to 2.27 million cases in the same period last year, translating into 43% y-o-y growth.

With an estimated 60% market share, Magic Moments has played a defining role in shaping the evolution of India's vodka market. The milestone comes at a time when the Indian vodka category is undergoing a structural transformation, driven by changing consumer preferences, premiumisation, cocktail culture, growing in-home social occasions, and increasing acceptance of white spirits among new-age consumers. Flavoured vodka has emerged as one of the strongest growth drivers for the category, accounting for over 65% of vodka volumes in FY26, as innovation continues to attract new consumers and encourage experimentation. While vodka accounts for nearly 28-30% of global spirits consumption, its share within India's IMFL market remained below 5% in FY26, underscoring the significant headroom for long-term category growth.

Commenting on the achievement, **Mr. Abhishek Khaitan, Managing Director, Radico Khaitan**, said: *"Selling one million cases every month is a significant milestone not just for Magic Moments, but also for the evolution of the vodka category in India. Over the past few years, we have witnessed a clear shift in consumer preferences, with younger legal-drinking-age consumers, evolving social occasions, the growing cocktail culture, and the rising popularity of flavoured vodka driving greater acceptance of white spirits. We believe this is a long-term structural shift rather than a short-term trend.*

At Radico Khaitan, we recognised this opportunity early and have consistently invested in flavour-led innovation, premiumisation, consumer engagement and brand building. Our 'Flavours of India' range is a strong reflection of this approach, as an Indian company, we understand local preferences and the evolving palate of Indian consumers. By combining global vodka trends with uniquely Indian insights, we have been able to create offerings that connect deeply with consumers.

While India remains significantly underpenetrated compared to global vodka markets, this also presents a substantial long-term opportunity for the category. As category leaders, we remain committed to driving innovation, expanding consumer choice, and shaping the next phase of India's vodka journey."

Press Release

As India's consumption landscape continues to evolve, vodka has consistently outpaced the broader IMFL industry, supported by the growing popularity of flavoured variants, expanding cocktail culture, increasing in-home social consumption, widening adoption beyond metro markets, and a rising preference for lighter, more versatile spirits. These structural trends are expected to support the category's sustained long-term growth.

With Magic Moments at the forefront of this evolution, Radico Khaitan remains committed to accelerating category development through innovation, premiumisation, and consumer-centric experiences while continuing to strengthen India's evolving vodka culture.



About Radico Khaitan

Radico Khaitan Limited (“Radico Khaitan” or the Company) is among the oldest and one of the largest manufacturers of IMFL in India. Earlier known as Rampur Distillery Company, Radico Khaitan commenced its operations in 1943 and over the years emerged as a major bulk spirits supplier and bottler to other spirit manufacturers. In 1998, the Company started its own brands with the introduction of 8 PM Whisky. Radico Khaitan is one of the few companies in India to have developed its entire brand portfolio organically.

The Company’s brand portfolio includes Rampur Indian Single Malt Whiskies, Sangam World Malt Whisky, Kohinoor Reserve Indian Dark Rum, Spirit of Victory 1999 Pure Malt Whisky, Jaisalmer Indian Craft Gin, Royal Ranthambore Heritage Collection Royal Crafted Whisky, Morpheus Rare Luxury Whisky Morpheus and Morpheus Blue Brandy, The Spirit of Kashmyr, Magic Moments Vodka, Magic Moments Remix Pink Vodka, Magic Moments Verve Vodka, Magic Moments Dazzle Vodka (Gold & Silver), 1965 The Spirit of Victory Premium XXX Rum and Lemon Dash Premium Flavored Rum, After Dark Whisky, 8PM Premium Black Whisky, 8PM Whisky, Contessa Rum and Old Admiral Brandy.

Radico Khaitan is also one of the largest providers of branded IMFL to the Canteen Stores Department (CSD), which has significant business barriers to entry. The Company has distilleries situated in Rampur, Sitapur and Aurangabad, Maharashtra which is a 36% joint venture. The Company has a total owned capacity of 323 million litres and operates 44 bottling units (5 owned, 39 contract and royalty bottling units). It is also one of the largest exporters of Alcoholic beverages from India, with brands available in over 100 countries.

Saket Somani

Senior Vice President, Finance & Strategy

somanis@radico.co.in | +91 11 4097 5403

This release 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.
