

RKL/SX/2026-27/19

June 12, 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
Symbol: RADICO

Subject: Press release

Ref: Disclosure under Regulation 30 of 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 “After Dark Blue Unveils an All-New Premium Avatar, Strengthening Its Presence in the Deluxe Whisky Segment” dated June 12, 2026, issued by the Company.

The copy of the press release is also being disseminated on 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

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Encl: A/a

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CIN No.: L26941UP1983PLC027278

After Dark Blue Unveils an All-New Premium Avatar, Strengthening Its Presence in the Deluxe Whisky Segment

The new avatar is being launched first in Uttar Pradesh followed by other markets during the next six months

New Delhi, June 12, 2026 – Radico Khaitan Limited, one of India's leading homegrown alcohol companies, today unveiled the **all-new premium avatar of After Dark Blue Grain Whisky**, reflecting the brand's evolution in line with changing consumer preferences and the growing demand for contemporary, aspirational whisky experiences.

As consumer tastes continue to evolve and premiumization gathers momentum across the Indian spirits industry, Radico Khaitan has reimagined After Dark Blue with a refreshed design language that aligns with current market trends and consumer preferences while retaining the quality and character that have driven the brand's success.

Commenting on the relaunch, **Mr. Abhishek Khaitan, Managing Director, Radico Khaitan**, said, *"The Indian consumer is evolving rapidly, with rising aspirations and an increasing preference for brands that align with their lifestyle and identity. The deluxe whisky segment, one of the largest in the Indian spirits market, represents an attractive aspirational price point for millions of consumers trading up within the whisky category. After Dark's growth of over 60% in FY26 reflects the strong consumer connect the brand has built over the years. The refreshed packaging is a strategic initiative aimed at sustaining this growth momentum by enhancing the brand's contemporary appeal and ensuring it remains relevant and distinctive for the modern Indian consumer."*

With the deluxe whisky segment exceeding 70 million cases annually in India, the Company sees significant long-term growth opportunities and remains committed to building After Dark Blue into one of the most preferred brands in the segment. From 0.9 million cases in FY24, After Dark has crossed 3.1 million cases sales in FY26. The current refresh is expected to provide a fillip to the robust growth momentum.

Designed to elevate both shelf presence and consumer perception, the new After Dark Blue pack features a striking interplay of deep blue, crisp white and rich gold, creating a bold and contemporary premium identity. The premium tapered bottle silhouette offers a sophisticated in-hand feel while enhancing the brand's modern appeal. Further elevating the pack is the embossed statement, **'This Is All You Need – After Dark'**, reflecting the spirit of effortless nights and memorable experiences. A distinctive gold seal, inspired by the philosophy of **'Crafted for the Night'**, serves as a powerful visual mnemonic that will extend across packaging, retail visibility and brand communication.

Mr. Kunal Madan, Chief Marketing Officer, Radico Khaitan, added, *"After Dark Blue has witnessed exceptional consumer acceptance over the past years, and this new packaging is a natural progression in the brand's journey. Today's consumers seek brands that are contemporary, stylish and reflective of their aspirations. The refreshed design has been crafted to deliver stronger shelf impact and a more premium experience, while staying true to the quality and character that consumers have come to love."*

The new After Dark Blue pack is launched initially in Uttar Pradesh and will be subsequently rolled out across key markets including Assam, Karnataka, Maharashtra, Andhra Pradesh and Jharkhand, followed by the rest of the markets across the country.



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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.