



Radico

# NEWS-REMIX

A QUARTERLY NEWSLETTER FROM THE HOUSE OF RKL

## Dr Lalit Khaitan

CHAIRMAN AND MANAGING DIRECTOR

**I**T HAS been an overwhelming quarter for all of us at Radico. The pace we are growing at is extremely promising at elevates us to expand our outreach beyond business. Radico has always been at the forefront of society welfare at every stage of the company's progress. This year around, we have gone a step ahead to encourage the well-being of the civilians. The "Fit India Movement" flag off by Prime Minister Narendra Modi encouraged a wave of fitness among the countrymen. In line with the nationwide movement, Radico partnered with 59th National Inter State Senior Athletics Championships 2019. The championship was contested by over 600 athletes and provided an opportunity to them to qualify for participation in IAAF World Championships, Doha. This enabled us to offer a platform to budding sportspersons to emerge and make prominent space in the world's sports landscape. To see India on top in the global sports space is a dream we all have been yearning for years. It was a great platform to make that dream come true. A scheme to provide financial assistance to deserving athletes is also being worked upon.

In the month of September, we got yet another

opportunity to activate the objective and this time, with a mega bike rally. Youth is the foundation of a bright future of the society, with the rally, we provided financial assistance to the students and underprivileged children to ride for a cause. Cause of making the country hearty and healthy. Cause of adopting cycling as a mode of commutation. Cause of making the country pollution-free.

As you all know, Radico Khaitan has always been a socially driven organization and continues to widen its socially purposeful initiatives. Whether it's the biggest annual sports event of Rampur, 'Half Marathon', T20, Day and Night Cricket Tournament on the district level for village cricket teams, or sponsoring mountaineer to prepare for climbing Mount Everest, it's a continued effort of Radico Khaitan to promote sports for a good health and a healthy India, which will make a wealthy India.

In the education landscape, our felicitation of the top achievers in the board exams in Rampur encourages them to excel in the future endeavours. You will be happy to know that besides awarding the scholars for their terrific results, we also provided means to 11 underprivileged girls to up-lift



themselves. In addition to this, we took up the responsibility to fund the education of 6 orphans. We will continue to recognise and celebrate their achievements and success which in turn ensures the progression of the country and society as a whole.

At the business front, I am pleased to report a robust operational and financial performance during the last quarter which was otherwise impacted by the overall economic slowdown. The impact of this

slowdown is aggravated by the increasing raw material prices. Our strong portfolio of premium brands continued to deliver expected growth. Given our ability to maintain the strong growth trajectory, we are confident of delivering improved profitability when the industry scenario stabilises..

I am also overwhelmed to share with you that Radico NV Distilleries Maharashtra Ltd was named the best employer of the

year at the World HRD Congress. I would like to congratulate each one of you who made the achievement of this milestone possible.

I am even more excited about the time to come for what all it has in store for us. We need to make sure we sustain what all we have been achieving all through the way. The responsibility lies with each one of us to make Radico achieve new heights with each passing day.

## Abhishek Khaitan

MANAGING DIRECTOR

**I**N THE current process of widespread globalization, we at Radico understand that meeting our consumer's requirement is essential to the success of our organization. We can say that the years we experienced in the past are significant and it is clearly seen that we have delivered our best performance to focus on consumer satisfaction. We are now in an ever-changing market environment. In such situations, we firmly believe that "trust" is the key element in persuading customers to choose our quality products. We totally accept that "trust" can create a "Win-Win Situation" for a long and deeper relationship.

In the last quarter, we reported a robust operational and financial performance. The quarter was otherwise impacted by the overall economic slowdown. The impact of this slowdown is aggravated by the increasing raw material prices. During Q2 FY2020, overall volumes grew by 10.9% y-o-y led by Prestige & Above volume growth of 11.6%. Gross margin during the same period declined from 51.4% to 48.4% mainly due to the significant increase in ENA costs over the past few quarters. It is also important to note that this gross margin decline is after absorbing the cost impact of the molasses plant capacity restriction at Rampur during the early part of Q2 FY2020. Our strong portfolio of premium brands continued to deliver expected growth. During these challenging

times, we focused our energies towards investment in core premium brands, cost optimization and enhancing supply chain efficiencies. We are facing near term macro headwinds, but we are confident about the long-term dynamics of the IMFL industry and Radico Khaitan's positioning to capitalise on the growth opportunities.

We are bigger than ever with reference to the brands. 8 PM Premium Black is on a growth trajectory to touch the million-



case mark by the end of this fiscal. This achievement is the testimony to our innovations and efforts to elevate the brand to match up to the bar set by its parent brand-8PM Whisky. Last quarter, we also achieved a milestone that we had been yearning for a long time. Rampur Indian

Single Malt Signature Reserve - the ultra-luxury variant of Rampur Indian Single Malt was launched and the first bottle was sold at GBP 900 within 20 minutes of its unveiling at The Whisky Show in London. I congratulate each and every one who contributed to the success of these and other brands.

In addition, we pay close attention to the community, employees and customers on a regular basis as they are the pillars of our existence. After all, it is only with the community and customer's support, a cooperative and productive workforce, a satisfied consumer base and a strong corporate brand that a company can be successful. You will read about the activities and initiatives we undertook focusing the above cited elements in this newsletter.

Before I conclude, I would like to congratulate Dad, Amar Sinha and Amit Manchanda for bestowing on us the most prestigious awards in their respective vertical spaces. I can't be happier to see you all achieving new heights and making us all proud.

I am confident of scaling higher peaks in the future. I would like to extend a heart-felt gratitude to each and every member of our team for their sustained and untiring efforts in making Radico Khaitan a leading company not only in the home ground but also in the world.

I solicit your continued cooperation.





## RADICO KHAITAN LTD COLLABORATED WITH THE 59TH NATIONAL INTER-STATE SENIOR ATHLETICS CHAMPIONSHIPS 2019

Radico Khaitan Limited partnered with the prestigious 59th National Inter State Seniors Championships 2019 organised by PHD Chamber of Commerce & Industry, U.P, Athletics Association (UPAA) and Athletics Federation of India (AFI) from 27th to 30th August 2019 at PAC Athletics Stadium, Mahanagar Lucknow.

The four-day championship was contested by over 600 athletes from the country as well as from countries like Sri Lanka, Maldives, Iran, Kazakhstan and Bhutan and included 22 events in both groups (male & female).

This Championship provided a huge opportunity to Indian athletes to qualify for participation in IAAF World Championships in Athletics that held in Doha (Qatar) from 27th September to 6th October 2019.

The event was graced by the presence of eminent personalities such as Shri Swantra Dev Singh, Hon'ble President, BJP – Uttar Pradesh, Shri Chetan Chauhan, Cabinet Minister- Sainik Welfare, Home Guards, PRD, Civil Security, Shri Brajesh Pathak, Cabinet Minister- Legislative, Justice, Rural Engineering Service, Dr Mahendra Singh, Cabinet Minister- Jal Shakti, Smt Swati Singh, MOS- Women's Welfare, Child Development & Nutrition and Dr Lalit Khaitan, Chairman and Managing Director, Radico Khaitan Limited among others.



### DR LALIT KHAITAN AT THE GROUND-BREAKING CEREMONY HOSTED BY THE YOGI ADITYANATH GOVERNMENT IN LUCKNOW

At ground-breaking ceremony hosted by the Yogi Adityanath government in Lucknow to new launch infrastructure and industrial projects, Dr. Lalit Khaitan, Chairman, PHD Chamber, UP Chapter and CMD, Radico Khaitan Ltd was one of the dignitaries. He was also featured among his contemporaries such as Mr Mukesh Ambani, CMD, Reliance Industries, Mr Gautam Adani,



CMD Adani Group, Mr Anand Mahindra and Mr Shiv Nadar, Chairman, HCL in the event brochure released by the UP government to promote the idea of 'UP – Powering New India'.

On the occasion, Dr Khaitan said “

The success of Radico Khaitan is also the testimony to the ease of doing business, major sector specific policies and systemic & procedural business reforms in the state of Uttar Pradesh. Earlier known as Rampur Distillery, our company was founded in 1943 in Rampur, UP and over the years emerged as a conglomerate from being a mere bulk supplier of ENA to other spirit manufacturers. Rampur homes three distilleries of Radico Khaitan now. To recognise the contribution of the state to the growth of our company, we named our globally loved Indian Single Malt Whisky – “Rampur” after Radico Khaitan's first distillery in Rampur, Uttar Pradesh”.





## RAMPUR SIGNATURE RESERVED INDIAN SINGLE MALT WHISKY UNVEILED

Radico Khaitan Ltd launched a super luxury expression of Rampur Indian Single Malt Whisky called 'Rampur Signature Reserve Indian Single Malt Whisky' to commemorate 75 years of its Rampur Distillery at The Whisky Show, London and Whisky Live, Paris recently. The Rampur Signature Reserve Indian Single Malt Whisky is a limited release of 400 bottles worldwide. Each bottled is individually numbered and carries the signature of Dr Lalit Khaitan, Chairman & the Rampur Master Maker. Bottled at cask strength of 43.9%, this exquisite offering is now available in UK, Europe, USA and a few selected markets in Asia Pacific. It will also be available at Dubai Duty Free as well as India Duty Free in the coming weeks.



## CELEBRATIONS TRIPLE WHEN WE RECEIVE THREE MOST PRESTIGIOUS AWARDS IN A ROW FOR THE THREE MOST CELEBRATED PERSONALITIES AT RADICO.

◆ Dr Lalit Khaitan, Chairman and Managing Director, honoured with the outstanding business leader of the decade by Indo-American Chamber of Commerce for this remarkable contribution to the growth of the industry and his body of work for the society.



◆ Mr Amar Sinha, Chief Operating Officer conferred upon the India's greatest COO 2018-19 by URS AsiaOne Magazine for his outstanding contribution to the growth of the company.



◆ Mr Amit Manchanda bagged the 'Shining Star of the Indian Legal Fraternity' award by the Corporate Counsel Association of India.

## MAGIC MOMENTS: THE SAQI CAMPAIGN

Magic Moments Vodka made the world relive the magic of Saqi with its latest song from the movie Batla House-Saqi Saqi. The brand rolled a 360 degree campaign to announce the association. The brand received a prominent branding in the song and the expressions were adapted to drive the visibility at the retail outlets. The brand for the first time tapped into new-age digital platforms such as Tik-Tok to promote the song besides conventional electronic and digital platforms.



☞ (L to R)  
The Campaign poster, Still from a Tik-Tok campaign.

## World Whiskies

**INDIAN**  
**93 Rampur Double Cask Single Malt, 45%, \$90**  
Highly charged aromatics, with vanilla pod, butterscotch, dried orchard and tropical fruits, orange peel, and rancio, developing notes of stewed fruit, rubbed mint, and early spring florals in time. A melee of stewed fruit, hard candy, citrus peel, toffee, and caramel on the palate, with an accompanying rumble of lime. The fruit fades like an ebbing tide, leaving pepper and clove behind.—JM



Our newest expression Rampur Double Cask Indian Single Malt Whisky got an amazing 93 points by Whisky Advocate.



## RADICO KHAITAN STEPS UP ITS CSR ACTIVITIES IN SPORTS



Continuing its commitment and support towards public health awareness and promoting sports, Radico Khaitan Limited offered financial support to over 1500 underprivileged children to register for participation in Lucknow Mega Bicycle rally, Bikeathon 2019. "We feel honoured to support participation of

over 1500 underprivileged children in this Mega Bicycle Rally. It was a great opportunity for the participants to display their sporting talent and showcase their enthusiasm towards sports. We are whole-heartedly committed to promote health awareness and sports among the youth, the foundation of our bright

future. Our effort also envisages Prime Minister's mission for "Fit India," said Dr. Lalit Khaitan on the occasion

Radico Khaitan, he further stated, has always been a socially driven organization and continues to widen its socially purposeful initiatives. Least to mention that such sporting events, especially like Bicycle rallies, are not only aimed at spreading health awareness amongst people but also encourages them to turn to cycle as a mode of transportation to reduce vehicular pollution, Dr Khaitan explained. The event was organised in collaboration with the hindi daily, Dainik Jagran.

**W**ITH THE aim of promoting 'cycling for healthy life' and adding in slew of the initiatives to endorse sports in line with the 'Fit India' mission, Radico Khaitan Limited partnered with Asian Institutes of Medical Science for the 20 KM Mega cycle Marathon on the occasion of World heart Day in Faridabad. Over 470 cyclists participated in the event including 100+ top cyclists from NCR. The cyclothon was flagged off by chief guest Dr. Arpit Jain (IPS) DCP, NIT Faridabad and Dr. N.k. Pandey CMD Asian Institute of Medical Sciences from Asian Hospital Sector - 21 A, Faridabad.



## INDEPENDENCE DAY AT HEAD OFFICE



## SUNBURN MUSIC FESTIVAL 2019

Magic Moments Music Studio from the house of Radico Khaitan, has partnered with Asia's biggest music festival, 'Sunburn 2019' third year in a row. After two fruitful years of association, this year Magic Moments has expanded the magnitude of the collaboration and has come up as the co-title sponsor. The festival kicked-off from September 14 in Noida with the show stopping gig by American rapper, singer, songwriter and actor Wiz Khalifa. Other performers at the event include Indian Singer and songwriter Ananya, Indian-American songwriter and singer from California Raja Kumari and Identical Twin R&B Duo THEMXXNLIGHT. The 6 month long festival will organise events nationwide. Other that metropolitans such as Bangalore, Mumbai, Pune, Hyderabad, the festival will take the events to cities including Ludhiana, Jaipur, Lucknow, Bareilly, Patna, Jabalpur, Indore, Vizag, Mysore, Kochi, Thiruvananthapuram, Vadodara and Daman. The grand finale returns to Goa this year after three extravagant finales in Pune. The artist line up for this year's finale will include the Chainsmokers and DJ Martin Gerrix among other international and national starts.





## SALES ROUND-UP

Radico Khaitan continues to be at the leadership position in the UP market second quarter in a row with 33% of the market share in Quarter-2. We have also sustained the leadership position in the state of Uttarakhand in the same quarter with 26% of the market share. With this, Radico Khaitan sustains its strong position in the zone.



## 8PM PREMIUM BLACK LAUNCHED IN HIMACHAL PRADESH

Radico Khaitan launched 8 PM Premium Black whisky in the state of Himachal Pradesh in July 2019. The brand received an encouraging response from the consumers and trade partners and resulted in the primary sale of 1830 cases in the first month of its launch. To create the buzz about the launch and to generate trials, the brand set up 'try and buy' kiosks at the retail outlets. The activity garnered desired traction and helped pushing the sales.

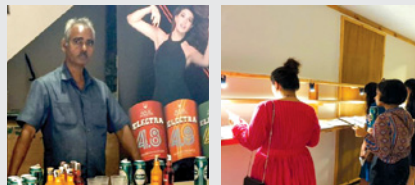


## SCRATCH AND WIN CONTEST IN UP

A scratch and win contest was run on Magic Moments Vodka and 8 PM Premium Black Whisky in Uttar Pradesh. On purchase of one of these brands, the consumer received a scratch card which offered prizes such as A motorbike, Microwave Oven, Induction cooktop, backpacks and T-shirts to name a few. The winner of the motorbike emerged from Varanasi who was apparently the first time consumer of 8PM Premium Black Whisky. The gratification ceremony was organised by Team UP to hand over the keys to the winner in Varanasi.

## Consumer Activation and Visibility Drive in pictures

Magic Moments Verve at EEMA Awards in Delhi



Electra at an Art Show in Delhi



Magic Moments Verve Consumer Activation in Rajasthan



8 PM Premium Black and Magic Moments Unipole Branding in Punjab



## TRAINING PROGRAMME FOR TEAM NORTH

A sales automation training cum sales review-training was organised at the Royal Tulip in Kufri, Himachal Pradesh on 17-18 July for Team North. The training also included an upskilling module for sales executives called 'Good to Great'. Various awards and activities were performed at the session.



## BIRTHDAYS

Gurumurthy Chavali-7th Jul  
 Uday Apte-12th Jul  
 Sourav Bhowmick-15th Jul  
 Sachin Mehta-16th Jul  
 Ravindra Sonak-17th Jul  
 Sanjay Singh-20th Jul  
 Kapil Dev Kaushik-26th Jul  
 Ramesh Chouhan-1st Aug  
 Rajeev Jaiswal-15th Aug  
 Sridhar Ande-30th Aug  
 Mrunal Gaushawale-17th May  
 Sanjay Tiwari-12th Sept  
 Devender Singh Tomar-27th Sept

## 8 PM PREMIUM BLACK WAR MOVIE CAMPAIGN

8 PM Premium Black whisky tied up with Tiger Shroff and Hrithik Roshan starrer movie War in line with its brand proposition Rivals become Friends. The campaign was extended to the markets in form of a visibility drive and the cut-out were spotted at the retail outlets. Here are the glimpses from the markets in the west zone.



## SUNBURN ARENA AT JIO GARDENS, MUMBAI

Magic Moments has elevated as the Co-title sponsor for the Sunburn Music Festival 2019. The first round of events began in the month of September in Noida and Mumbai. Sunburn Arena in Mumbai took place at the Jio Gardens on the 15th of September with the scintillating performances by Wiz Khalifa, the household name in the music industry Emiway Bantai and Ananya Birla to name a few. The event received over 4000 footfalls that resulted in ample consumption of the exclusive vodka brand available at the event-Magic Moments.

## MAGIC MOMENTS VERVE AND FLAVOURS ARE NOW AVAILABLE IN MUMBAI AND OTHER CITIES IN MAHARASHTRA

Radico launched Magic Moments Verve & Verve Flavours in Mumbai, Thane and Raigad in August. The launch was followed by a huge visibility drive and consumer promotions to boost the visibility and awareness. For consumer promotion in off-premise, the brand offered a free shot glass on the purchase of every nip and on-premise outlets gave away snacks free with every nip. In terms of visibility, elements such as bottle glorifier and timer display LEDs were put up.



## CONSUMER PROMOTIONS

In continued effort to soar the sales of 8PM Premium Black Whisky, a host of consumer activations and visibility drive were carried out this season in the west zone.





## East Zone

### MAGICAL ZINDAGI CONTEST

In order to commemorate the association of the effervescent Kartik Aaryan & the bubbly Jacqueline Fernandez with Magic Moments Music Studio, we launched a nation-wide Digital Contest “#MagicalZindagi” looking for those stories that turned their life Magical. A special micro-site was also created to capture the entries and broadcast our video. We received a humongous response from our audience with over 45mn Video Views & Engagement on our Social Channels. Our Social Contest brought in close to 6.5k comments and stories out of which we gratified hundreds of winners. The Kolkata winner was handed over the keys of the scooty by Our East RPC head Pinaki Sengupta.



The Kolkata Metro Rail AC coaches were covered with the colours of 8PM Premium Black and Magic Moments Verve this season. The trains receive footfalls in lacs every month and this provided a great opportunity to us to showcase our most celebrated brands to the commuters.

## South Zone

### CONSUMER ACTIVATIONS THIS QUARTER

A host of consumer activations were carried out this season to push sales for the most promising brands down south.

- ◆ On purchase of Whytehall Brandy, the consumer got a bottle of Kinley Soda free. The brand also generated trials of the product by setting up a tasting kiosk which converted the consumers to buy the product after tasting. The activity gathered huge traction and created a buzz about the brand in the market.
- ◆ On a purchase of any variant and SKU of Magic Moments Verve, the consumer got a Park Avenue perfume free



### WHYTEHALL BRANDY LAUNCHED IN PONDICHERRY

Whytehall brandy launched in Pondicherry in the month of June and is now available in 340 outlets.







## JAL SHAKTI ABHIYAN

Rampur Distillery organised a day long workshop for the district villages heads to promote and educate on water conservation, water harvesting, tree plantation and related topics.

## YOUNG ACHIEVER



Diya Singh, G/D of Mr KP Singh topped the UAE board exams.



## TREE PLANTATION DRIVE

Rampur Distillery planted 5100 plants in Rampur and neighbouring villages in a bid to protect the environment.



As an annual ritual, a Havan was performed at the Rampur Distillery on the occasion of Vishvkarma Day on 17 September 2019.



## LATEST TECHNOLOGY ADOPTION

Rampur Distillery has brought one of the latest high speed (110 Bottle/Minute) Automatic screen printing machines from Kammann Germany. The Inauguration and Installation was done on 11th sept by Mr. K. P. Singh (Director Operations). After installation of this machine in Rampur Printing Plant, the printing capacity is expected to cross 3.5 Million cases a year.

## ACADEMIC EXCELLENCE AWARD FUNCTION ORGANIZED BY SMT. KIRAN DEVI KHAITAN MEMORIAL CHARITABLE TRUST IN RAMPUR



In recognition of the hard work put in by the students in Rampur, 11 Intermediate level District Toppers of CBSE & Uttar Pradesh Board were awarded a laptop & a trophy at an award function organised by Smt.

Kiran Devi Khaitan Memorial Charitable Trust. 7 District toppers of High School in CBSE & UP Board were also handed over a Trophies, Medals & Cheques along with 3 toppers of each School (overall 57 students) of CBSE Board in District Rampur. Besides this, 32 children of our workers, who scored more than 60% (1st Division) were also felicitated. In addition to above, eleven girls of Sri Dudhiya Baba Kanya Chhatrawas, Rudrapur whose parents were suffering from Leprosy were given the sponsorship for their education and livelihood and six orphan students were also given financial assistance to fund their education.



## ENHANCEMENT TO BOTTLE PRINTING CAPACITY AT BAHADURGARH PRINTING PLANT

With the enhancement of printing capacity in Rampur Distillery, the existing machine from Rampur Printing Plant was shifted to Bahadurgarh Printing Plant. With the installation of this machine from Rampur, the printing capacity at Bahadurgarh plant is expected to cross 2.25 Million cases a year.





Sikkim Distilleries Limited, Rangpoh, Sikkim has started to produce Magic Moments Vodka, Magic Moments Remix Green Apple and Morpheus XO Brandy. With this, Sikkim Distilleries Ltd becomes the first and the only distillery to produce the Morpheus XO Brandy in the eastern region.



Bengal wines unit, West Bengal has achieved the highest sale for the month Sept.



Seven Sisters Trade & Distilleries Private Limited, Guwahati, Assam has started producing 8PM Premium Black Whisky.



To accelerate productivity and organisation of the routine work, RKL-Reengus Unit organised a workshop on enhancement of Administrative skills on 30 September, 2019.



RKL Reengus Unit celebrated the 73rd Independence Day with full enthusiasm. A flag hoisting ceremony was organised for the staffers.

In order to educate the employees on impeccable hygiene conditions at the plant, RKL-Reengus unit organised a workshop on 28 September, 2019.



In continuation to our commitment towards a green and clean environment, staffers of RKL Reengus Unit planted trees in the campus and in the vicinity.







## TO PROMOTE EXERCISING THE RIGHT OF CASTING VOTE

In a bid to ensure maximum turnout in the elections of Maharashtra assembly, Assistant Labor Commissioner, Aurangabad facilitated the oath taking ceremony for the employees of Radico NV Distilleries Maharashtra Ltd to promote casting the vote without fear & favor on 25th Sept, 2019.



## GANPATI UTSAV AT RADICO NV DISTILLARIES MAHARASHTRA LTD

Ganpati Utsav was celebrated with full zeal and enthusiasm at Radico NV Distilleries Maharashtra Ltd, Aurangabad. A week long celebrations concluded with a Mahaprasad on the 8th of September after the immersion of the idol.



## ANOTHER FEATHER IN THE CAP

Radico NV Distilleries Maharashtra Ltd was named the best employer of the year at the World HRD Congress on 29th August, 2019.

## TRAININGS AND DEVELOPMENT

To upscale and upgrade the skill sets and learnings of our employees, Radico NV Distilleries Maharashtra Ltd organized a host of training and developments programmes last quarter.



Training conducted on personal hygiene & quality at the ABD bottling department

Training conducted for middle management staffers on Personal Excellence by External Faculty.



Mock drill conducted on Emergency Preparedness at ABD Bottling department by the Maharashtra Industrial Development Corporation.





www.inextlive.com/lucknow  
Legal detention of children @AQUIBMAR7

## NEXT CITY FOCUS

### साइकिल तो जीवन का हिस्सा है

**LUCKNOW (20 Sept, Inext):** यह उस बच्चे की बात है जब मैं कोलकाता के हिंदी हाईस्कूल (बिड़ला हाईस्कूल) में पढ़ता था. चर्चा की सकरी गलियों से गुजरते

हूँ मुझे एक ऐसा साथी मिला जिसने मुझे साइकिल चलाना सिखाया. मेरा जन्म अरब मिडिल क्लास में हुआ था. स्कूल के लिये कम उम्र में ही साइकिल मिल गई थी. मेरी साइकिल स्कूल जाने के लिये एक मोटोवेलन थी. उस बच्चे स्कूलों में साइकिल पर जाने से सेंटर ऑफ अट्रैक्शन भी होता था. जिंदगी का पहला क्राइसिस मैंने जर्मन में साइकिल से ही मिला जब मैंने उतरी चेन को फिर से चढ़ाया.

दिया, वह थी दरनीय स्थलों की सैर. मैंने विदेशों में स्थानीय दर्शनीय स्थलों की यात्रा के लिये साइकिल किराने पर लेना आरंभ बना ली. अगर आप किसी शहर के भूगोल को समझना चाहते हैं तो साइकिल से बेहतर कोई नहीं. क्योंकि कार वाइक सवार वाइके साइड और ट्रेफिक जाम की वजह से ऐसा नहीं कर सकते. दरअसल, साइकिल ने ही मुझे पर्यटक होने का अहसास कराया.

**सबसे बेहतर**  
कई साल बाद जब मैंने विदेशी पर्यटकों पर कदम रखा तो पहली पर्यटन गतिविधि जिसने मुझे आराम

**साइकिल जीवन का हिस्सा**  
10 साल पहले मेरे प्यारे का जन्म हुआ तो उनके पहले जन्मदिन पर मैंने उन्हें ट्राइसाइकिल दी. उस बच्चे मुझे अहसास हुआ कि साइकिल किसी न किसी समय हर इंसान के जीवन का हिस्सा रही है. यह न तो लैंगिक भेद करती है और न ही ऊंच-नीच का भेदभाव. यह मेरे के लिये फायदेमंद है और प्रत्येक को कम करती है.

**डॉ. ललित खैतान, चेयरमैन एंड एमडी, रेडिको खैतान लिमिटेड**

पर नवर करता है बाइकोचन भाग सिंदरी को फिट को संभव

नहीं मिस करना चाहिये बाइकोचन को लेकर स्टूटो लागू हो के

City Speaks

### 'खुद को फिट रखने का सबसे बेहतर फॉर्मूला है साइकिल'

www.inextlive.com/lucknow

**BIKE**

खैतान: मैं किसी भी शहर को समझने के लिए साइकिल से बेहतर कोई नहीं है. क्योंकि कार वाइक सवार वाइके साइड और ट्रेफिक जाम की वजह से ऐसा नहीं कर सकते. दरअसल, साइकिल ने ही मुझे पर्यटक होने का अहसास कराया.

hindustantimes

### LALIT KHAITAN, Chairman Radico Khaitan

## 'Traditional sports link you to your culture'

Radico Khaitan Ltd's chairman Lalit Khaitan has been the chairman of the UP Chapter of the PHD Chamber of Commerce and while supporting the 59th National Inter State Senior Athletics Championship in the state capital, he has developed a special love for sports. In a freewheeling chat with **Shradh Deep**, the 76-year-old spoke about his company's plans to develop sports and sportspersons. Edited excerpts follow:

**What prompted the PHD Chamber to support the national athletics?**  
The event has a lot of potential. At this meet, there has been a huge participation of 600 plus athletes, including athletes from Bangladesh, Bhutan, and Iran etc. It's our first venture into athletics and I believe that athletics has come up in a big way in India.

**Our association with the event, which is one of the official events to let Indian athletes qualify for the next month's IAAF World Athletics Championship to be held in Doha, Qatar, from September 27 to October 6, has been a part of our strategy to support the sport.**

**Do you think sports facilities in the state are good? What are your company's plans for sports in the country?**  
Yes, I believe the existing facilities here are good and improving. I had long discussion on this with then sports minister Chetan Chauhan.

**As a corporate house, Radico Khaitan will soon adopt a few athletes. We are discussing the modalities, and once those are worked out, we will promote and look after those athletes. I believe that the corporate world should come forward and support sports. We are also in touch with India's champion boxer, Mary Kom.**

**Does sport connect the young generation to culture too? Yes, very much. If you are not connected with your culture, you are off the radar. Lending importance to traditional sports is imperative. It's a good sign that parents encourage their children to**

**How do you plan to develop sports in Uttar Pradesh?**  
Besides promoting an inter-village cricket tournament in Ajitpur village, in Rampur, home town of Radico Khaitan, we have been sponsoring and conducting inter-school and inter-collegiate Twenty20 cricket. But holding a marathon over the last five years has been the biggest hit of the organisation.

**Last time, there were 2,500 plus people who participated in the marathon and they came not only from the neighbouring districts, but also from the south and other parts of the country. We have been supporting sports activities in a big way and I feel it's one way to unite people and give them an opportunity to showcase their talents.**

**Have you ever played a sport? I played squash and golf during my days at Mayo College, Ajmer and St Xavier's, Kolkata. I always care for sport and sportspersons.**

### खिलाड़ियों की मदद को आगे आया रेडिको खेतान समूह

31 Aug 2019- Hindustan Hindi- Athletes from different countries will fascinate the Radico Khaitan group

खैतान: मैं किसी भी शहर को समझने के लिए साइकिल से बेहतर कोई नहीं है. क्योंकि कार वाइक सवार वाइके साइड और ट्रेफिक जाम की वजह से ऐसा नहीं कर सकते. दरअसल, साइकिल ने ही मुझे पर्यटक होने का अहसास कराया.

### उप अवसरों का महासागर है : डॉ. ललित खेतान

2 Aug 2019- Rashtriya Sahara - "Uttar Pradesh: An ocean of opportunities", says Dr Lalit Khaitan, CMD, Radico

खैतान: मैं किसी भी शहर को समझने के लिए साइकिल से बेहतर कोई नहीं है. क्योंकि कार वाइक सवार वाइके साइड और ट्रेफिक जाम की वजह से ऐसा नहीं कर सकते. दरअसल, साइकिल ने ही मुझे पर्यटक होने का अहसास कराया.

the funding needs of a growing economy and this is reflected in a series of measures announced to deepen the country's capital markets as well as help increase inflows both through the institutional investment and direct investment route. In our pre-budget consultation, FICCI had suggested the need to look at FDI norms in sectors such as insurance, animation, gaming etc. and we are glad this found a mention in the budget," said Mr Somany. Additionally, to attract cross border investments, the statutory limit of FPI in a company is proposed to be increased from the current 24% to the sector foreign investment limit.

The announcement to further provide ₹70,000 crore for capital infusion into public sector banks along with measures to strengthen the governance processes within the banks should help in improving the credit flow to the industry. "The NBFC sector has been in focus on account of the stress being faced due to liquidity crunch in the last few months. Acknowledging the important role played by NBFCs, some key measures have been taken which should help ease the liquidity situation for the fundamentally sound NBFCs going ahead. As this happens, we hope to see greater amounts being sanctioned and disbursed by the para-banks particularly

**Shashank Khaitan**

**The new government till date has pursued pro-growth initiatives and, I believe, this budget will continue the impetus to further boost economic growth and investor confidence. The government is well positioned for a swift and efficient execution of progressive initiatives**

On the disinvestment, the government welcomes the government enhance the target for ₹1.05 lakh crore. We had argued the government should be happy to take the turnover limit from

### Can Indian Single Malts be Global Brands? Rampur Makes a Spirited Effort

Radico Khaitan bets on quality of its product and the niche market to help Rampur build an international fan base

2 Aug 2019- Jansandesh - "Uttar Pradesh: An ocean of opportunities", says Dr Lalit Khaitan, CMD, Radico Khaitan Limited

खैतान: मैं किसी भी शहर को समझने के लिए साइकिल से बेहतर कोई नहीं है. क्योंकि कार वाइक सवार वाइके साइड और ट्रेफिक जाम की वजह से ऐसा नहीं कर सकते. दरअसल, साइकिल ने ही मुझे पर्यटक होने का अहसास कराया.

ETPrime.com

### Global single malt brand shares (%)

Brand	Share (%)
James Watson	10.2
Black & White	9.8
Highland	9.5
Highland 10	9.2
Highland 12	8.8
Highland 15	8.5
Highland 18	8.2
Highland 21	7.8
Highland 24	7.5
Highland 27	7.2
Highland 30	6.8
Highland 33	6.5
Highland 36	6.2
Highland 39	5.8
Highland 42	5.5
Highland 45	5.2
Highland 48	4.8
Highland 51	4.5
Highland 54	4.2
Highland 57	3.8
Highland 60	3.5
Highland 63	3.2
Highland 66	2.8
Highland 69	2.5
Highland 72	2.2
Highland 75	1.8
Highland 78	1.5
Highland 81	1.2
Highland 84	0.8
Highland 87	0.5
Highland 90	0.2

**Whisky stats**

Whisky sales in India: ₹1,200 crore (2018)

Whisky sales in India: ₹1,500 crore (2019)

Whisky sales in India: ₹1,800 crore (2020)

Whisky sales in India: ₹2,100 crore (2021)

Whisky sales in India: ₹2,400 crore (2022)

Whisky sales in India: ₹2,700 crore (2023)

Whisky sales in India: ₹3,000 crore (2024)

Whisky sales in India: ₹3,300 crore (2025)

Whisky sales in India: ₹3,600 crore (2026)

Whisky sales in India: ₹3,900 crore (2027)

Whisky sales in India: ₹4,200 crore (2028)

Whisky sales in India: ₹4,500 crore (2029)

Whisky sales in India: ₹4,800 crore (2030)



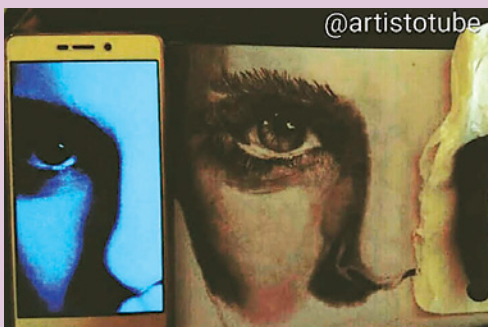




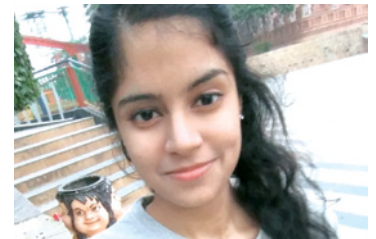
## BUDDING ARTISTS



**Ayushman Singh**, S/O Abhishek Singh, RKL Seven Sisters Trade & Distilleries Pvt Ltd in Lord Krishna and Great Mahatma Gandhi's avatar at Shemrock -Hope School in Guwahati.



**Shashank Bhushan Jha**, S/O Bibhuti Bhushan Jha, Production Division secured 1st rank for his excellent sketches/drawings during the certificate course Coder\_Byte 2019 organised by Avant Grade Society at ITS Engineering College, Greater Noida.



### SUBTLE EXPECTATIONS

By **Ritika Singh, 20**

D/O Ravi Pratap Singh, Controller Sales, Civil Marketing Division

*All living a life under control,  
Worrying and stressing over the future  
cure,*

*Preoccupied minds  
with just a little creativity left,  
Childhood memories suffering  
a security check.*

*Just like a river loses its name to a sea,  
He loses its purpose of life, hope and  
clemency,  
Gets flown in the flood of innumerable  
questions,  
Expectations and judgment ruining his  
ambition.*

*Coming out of the inevitable rattrap he  
realises,*

*It was he who complicated his life  
choices,  
Having been thrown decades back,  
He wondered where in his hardwork  
did he ever lack..*



**Pratigya**

L, D/O, L Premanand Singh, Jr. Manager-Production & Quality, Meghalaya sketched the beautiful bond shared between a mother and

a daughter She got the inspiration to draw this from her mother and has titled the drawing "Me and My Mother".



## "IN PRAISE OF PUBLIC HUMILIATION"

By Vaishnavi Tiwari  
(D/o Akash Tiwari, Deputy Manager-Sales -Jabalpur)

In the western world, clergymen used to have a monopoly on shaming. If you were condemned from the pulpit you could expect to be ostracised from your community, your job would be in jeopardy and you'd literally or metaphorically (depending on the era) be burnt at the stake.

Today, however, shaming is more democratic. All you need is a keyboard and a few followers, and the consequences for those targeted can be devastating.

Take, for example, the case of Justin Sacco who fired off a tweet before boarding a plane to Cape Town saying: "Going to Africa. Hope I don't get AIDS." By the time the company director had landed, internet hate - storm had erupted which led to her immediate sacking. Four years later and despite her pleadings that the comment was a joke in poor taste directed to friends, but the blotch on her reputation still follows her.

I would proclaim that shaming involves not merely public criticism on calling attention to misdeeds, but also an attack on someone's character that paints them as morally deviant and

tainted.

The task of changing someone's opinion, one grown rigid due to years and years of staunch adherence and reinforcement, is not a tool to do so, can only make it worse, if not easier. Just like a force-fed vegetable doesn't ensure that you start eating it every day henceforth.

Let's take the case of the Delhi woman. She has had a lifetime's worth of patriarchal and misogynistic ideologies seeping into her brain and a mouth



that doesn't even think twice before blurting out nonsense. She discerns a girl wearing some short clothes and says that she deserves to be raped for her fashion choices. It's already an inexcusable misdemeanour against not just a fellow woman but a fellow human being. And here enters another

move of blockheadedness. A multitude of women, including the recipient of this, declare, shoots a video of this lady shaming her for the disgusting comments and asking her to apologize. The video goes viral and because of the absolutely valid public backlash, the lady issues an apology.

### Sincere? mindset changing apology? or just the force-fed vegetable?

So then what could have been the finer way to deal with the matter? Should the girls have ignored it? Utterly not. Should they have stood up to her and done the exact same thing but off the camera? Maybe. There's perhaps no assurance that her behaviorism and mindset would have changed or not but clearly, a different approach and an edified move that did not involve a near public sentencing experience might have given her something to ponder over once she went back home and thought about it coolly.

The ritual of public shaming is nothing new. But today's brand of mass humiliation is more public,

more widespread, more sacrificing and potentially more dangerous. Even when people are obviously wrong, inaccurate or false, is shaming them on the internet a good way to improve the world?

*This article was originally published in the Times of India, Jabalpur Edition on 2nd June, 2019*

## Contest

The answers to the following questions are can be identified from the stories published in this newsletter. Spot the answers and send us your entries by 20th November 2019 to win exciting prizes.

### CONTEST 1

- 1) Name the championship we partnered with to provide an opportunity to Indian athletes to qualify for participation in IAAF World Championships in Athletics that held in Doha (Qatar).
- 2) Which Radico product carries Dr Lalit Khaitan's signature on the bottle?
- 3) What was Radico's market share in the state of UP in Q2?
- 4) Which Tiger Shroff movie did 8PM Premium Black associate with in the last quarter?
- 5) Name the first and the only distillery to produce the Morpheus XO Brandy in the eastern region.

### CONTEST 2

Guess the Alcohol by Volume (Alcohol Content) in the following Radico Products

- 1) Magic Moments Remix Vodka (Green Apple)
- 2) 8 PM Premium Black Whisky
- 3) 1965 Rum
- 4) Morpheus Blue Brandy
- 5) Jaisalmer Indian Craft Gin

Please send in your answers at [meghac@radico.co.in](mailto:meghac@radico.co.in) by 30th November 2019. The winners will be drawn out of the pool of correct entries in a lucky draw.

## Congratulations!

We are pleased to announce the Radico News-Remix Newsletter (Edition-3) contests winners.

### GENERAL KNOWLEDGE ★★★★ QUIZ WINNERS ★★★★★



**L Premanand Singh**  
JR.MANAGER-PRODUCTION &  
QUALITY, MEGHALAYA



**Kapil Mittal**  
DMD, ACCOUNTS, DELHI



**Mukesh Arora**  
ACCOUNTS & FINANCE, DELHI



**Pankaj Nagpal**  
INTERNATIONAL BUSINESS  
DIVISION, DELHI

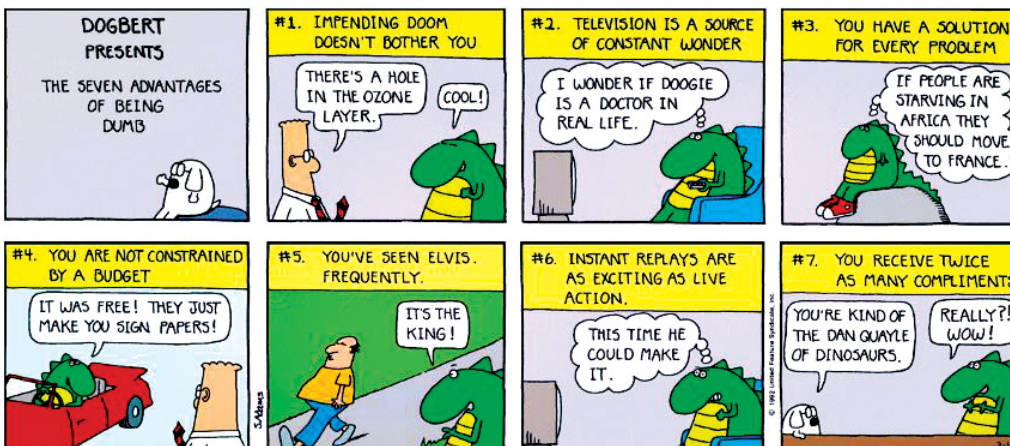


**Jacob Paulose**  
IT DEPARTMENT, DELHI



**Prakash**  
IT DEPARTMENT, DELHI

## CARTOON



FOR FEEDBACK,  
CLARIFICATION,  
CORRECTIONS OR PRIZE  
COLLECTION, YOU MAY  
WRITE TO  
MEGHA CHHABRA AT  
[MEGHAC@RADICO.CO.IN](mailto:MEGHAC@RADICO.CO.IN)  
OR CALL 9990997421

CONTRIBUTE TO THE  
NEWSLETTER BY SENDING IN  
YOUR INPUTS TO  
[MEGHAC@RADICO.CO.IN](mailto:MEGHAC@RADICO.CO.IN).