



Radico

Radico Khaitan Limited

Vol. 2 Issue 7, Special Issue 2005

friends

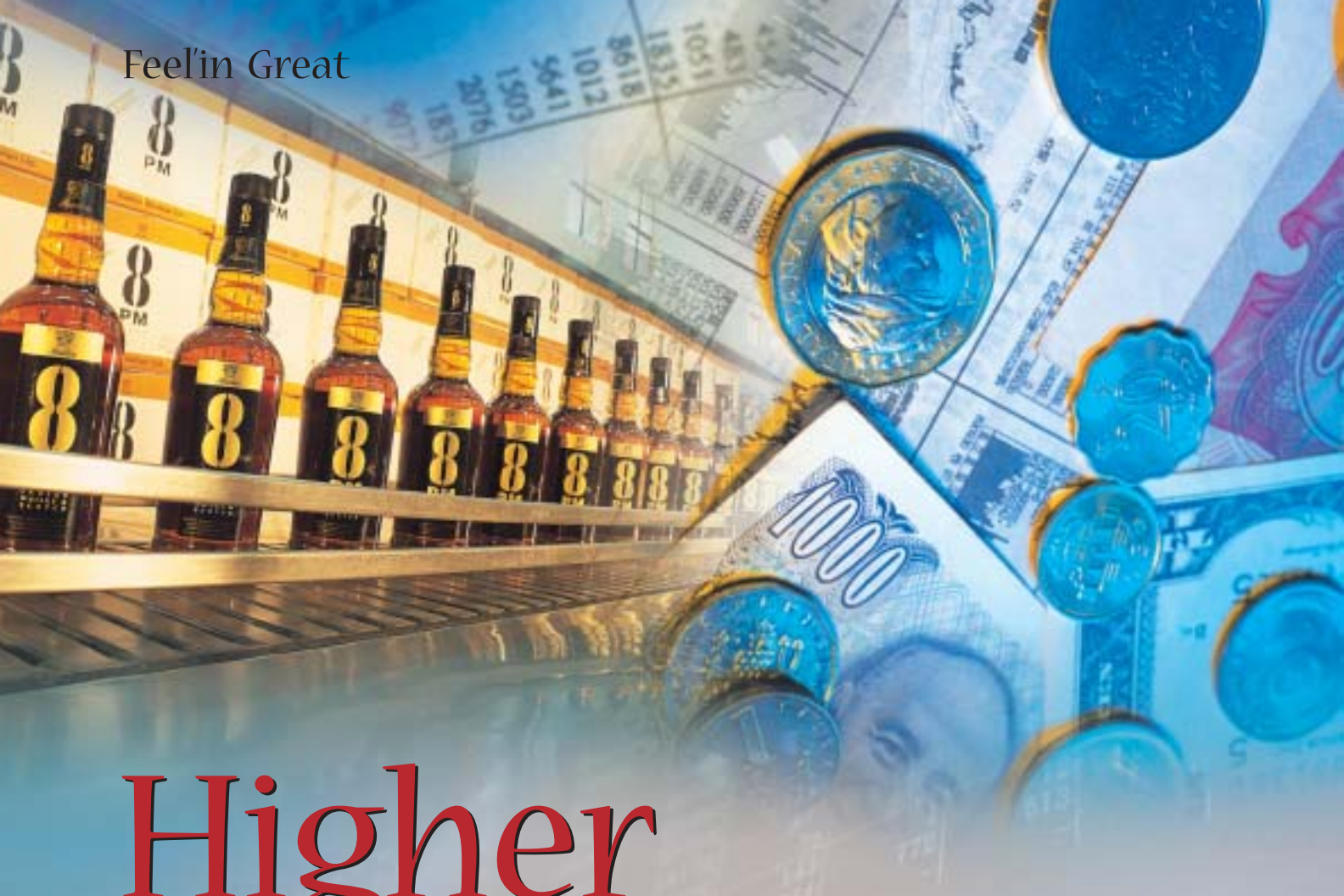
Experience the Spirit

Radico tops



The Soaring Spirit!





Higher and Stronger

Radico touched 39% net profit growth with a sales turnover touching Rs 995 crore in the year ended 31-03-05.

Radico registered an impressive growth in the year 2004-2005. The net profit figure of Rs 35.8 crore in the year 2004-05, a growth of 39%, as compared to Rs 25.6 crore for the year 2003-04.

Speaking on the growth Dr. Lalit Khaitan, C&MD said, "We are looking at the future with confidence and optimism. Our business performance remained strong throughout the year. The new brand launches, entry into newer markets by our existing brands, setting up of new bottling plants and improved efficiencies have driven the growth. Our expansions are being implemented as per plan and we expect a robust growth in the coming years".

Speaking on the sales turnover, Mr. Abhishek Khaitan, MD said, "The

company saw the sales turnover including the contract bottling units and distilleries go up from Rs 727 crore to Rs 995 crore, a growth of 37% in the year 2004-05".

He also added, "With our expansion plan and our new strategy, the company is expecting a CAGR of 25% in the next two years".

The company had sold 10 million cases in the year 2004-05 and has three millionaire brands in its portfolio, which includes 8PM Whisky, Old Admiral Brandy and Contessa Rum.

8PM sold 3.3 million cases in the year 2004-05, Old Admiral sold 1.4 million cases and Contessa Rum sold 2.7 million cases

The company had entered further into the white spirits segment with the

launch of 8PM Bermuda White Rum and received an overwhelming response and will be shortly launching a vodka brand called Magic Moments Vodka. 8PM Excellency Brandy had also been launched being the first in its segment that is blended with Cognac. The launch of these brands aim to broad base the company's offering as well as increase its market share.

Radico has three millionaire club brands 8PM Whisky, Contessa rum and the latest entrant Old Admiral Brandy. 8PM Whisky has the unique distinction of having touched sales of one million cases in the first year of its launch. Contessa Rum is one of the largest selling brands among defence forces. While Old Admiral Brandy has grown by over 100% over the last year.

Many Cheers



L to R: Mr Abhishek Khaitan, MD and Dr. Lalit Khaitan, CMD

Message from the Chairman

Dear friends,

Radico Khaitan, the tiny plant that we have nurtured together has attained its bloom. Its fragrance, its beauty and its colours are now clearly visible to the world. The seed that was sown almost 3 decades ago has blossomed into a healthy plant that is now yielding fruits for all of us.

Now that we have tasted success, we realise that the taste of this success has a strange quality. We desire for more success as we keep crossing landmarks.

When I look back at our history, I realise that it has indeed been an eventful journey. Radico Khaitan is now known as one of India's largest and fastest growing liquor companies. I am glad that during this eventful journey, we have been each other's partners.

The pace at which we have expanded our loyal customer base is an envy for our competitors. Yes, the achievements have been many but like all worthy humans, we have to keep striving for higher, faster and stronger. The destiny has put us in a unique role. While we are growing, so is our country, our motherland. Let's make Radico reach out to the vision. "To go to the depth of the consumer's heart and be his friend forever".

The key to success lies in clear understanding of consumer aspirations within each of the market segments and the ability to provide brands that best meet consumer expectations.

Aspire for the best, do your best and the best will come to you.

The achievements have been many but like all worthy humans, we have to keep striving for higher, faster and stronger.

Message from the MD

Cheers friends,

We have crossed a landmark sale of more than 10 million cases in a single year and this calls for celebrations. I congratulate each one of you for making this possible. It is only because of the support of our partners, our dealers, our distributors, our bottlers, our bankers, our professionals and our customers that this milestone has been crossed.

From my college days I always had a dream to create brands. I used to go to pubs frequently and taste various spirits. I had a strong belief that my case studies would reap benefits in future and today I am happy that my pub hopping has not gone waste.

In 1998, I had the opportunity to pursue my dreams with the launch of 8 PM whisky. A lot of research, hard work and teamwork went behind the success of this brand, which created history by crossing the 1 million case mark in its very first year. They say it is always difficult to make the first million and then millions follow.

Indeed, that has proved true in our case – in the last seven years our sale has grown from 1.42 million cases to 10 million cases in 2005, a seven-fold growth in sales in seven years.

Friends, you will be happy to know that today our brands are available in 20 countries across the world. We are crossing boundaries, and entering international markets.

Looking further into the future I would like to say that we at Radico believe that we want to be present in each and every segment of the liquor industry and attain a leadership position.





Brand Wagon

In the Big League!

Radico joins the millionaire club with three star brands.

Radico, the second largest liquor manufacturer in the country crossed the 10 million-case sale mark in 2004-05.

Having a far-reaching brand portfolio across all segments of the IMFL market – from Whisky to Vodka, Radico sold 6.34 million

cases in the year 2003-04. There has been a growth of 58 % this year (6.3 million cases).

A brand-wise view of these three brands performance during 2004-05 shows that 8PM Whisky sold 3.26 million cases, Contessa Rum sold 2.73

of its launch itself it crossed the one million case mark – the first in the liquor industry, and entered the Limca Book of World Records.

Contessa Rum finds ready acceptance in several customer segments. The

A brand-wise view of these three brands performance during 2004-05 shows that 8 PM Whisky sold 3.26 million cases, Contessa Rum sold 2.73 million cases and Old Admiral Brandy sold 1.4 million cases.

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Victorious brands

8PM Whisky is the flagship brand of Radico. It has crossed the 3 Million case mark in the year 2004-05. 8PM Whisky was launched in October 1999. Since then it has grown many folds as in the first year

brand has grown by 29% last year and has topped sales of 2.7 million cases in the year 2004-05.

Old Admiral Brandy is another winner from the Radico portfolio. The brand crossed 1.4 million cases in the year 2004-05. Old Admiral Brandy was launched in October 2002 and has grown 69% from the year 2002.

Partners in Success



High Spirits



10 Celebrations Million Case Party

Reaching the milestone of 10 Million cases calls for a party.

To share the excitement and success of this great achievement, a party was hosted to celebrate the occasion. The dealers and well-known people from the corporate world and the society poured in to celebrate.

Dr. Lalit Khaitan, CMD, Mr. Abhishek Khaitan, MD, and Mr. Raju Vaziraney, President (Sales & Marketing), shared the success, the strategy and the company's future mission.

Renowned model and film actress Katrina Kaif graced the evening with her presence. Making a shift from modeling to live stage performance, Katrina performed a medley on popular Bollywood numbers like 'Dhoom Machale Dhoom' from the movie Dhoom, 'Is kaal kaal main' the title song of the movie Kaal. Mandira Bedi, the ever gracious and stylish TV and stage artist kept the spirits high with her charming compering.

Renowned models like Tina Chatwal, Amanpreet and Aanchal Sharma walked the ramp – packaged as a most unique model theme fashion show ever witnessed – based on evergreen Bollywood era of the 60s, 70s, 80s and the 90s.

With dresses designed by Rocky S, Katrina Kaif was also part of the Fashion Show, where she walked the ramp clad in a white saree, worn by her in the popular TVC of Old Admiral Whisky. A spectacular performance by Zenith dance troupe added to the electrifying evening.

With music and dance keeping the spirits high, food and drinks in plenty, Radico was surely high on 10 million cases!





The new packaging of the Whytehall whisky gives it a special place on the shelf with the elegant bottle and the mono-carton.

Andhra Pradesh

Whytehall in a great new look!

Radico re-launched Whytehall Whisky in Andhra Pradesh in a whole new look.

The always perfect-Whytehall Whisky has been launched in Andhra Pradesh in a new packaging and with a new positioning to make a mark in the semi-premium whisky segment.

Radico had taken over the entire stake of Bacardi International Limited in Whytehall India limited and today owns the Whytehall brand. With the takeover Radico has given the brand a new look to increase its market share.

The new packaging and positioning has been backed by

research in the semi-premium whisky segment. The new packaging of the Whytehall Whisky gives it a special place on the shelf with the elegant bottle and the mono-carton. Also the new positioning of the brand "Always Perfect" gives an in-depth into the brand world.

Whytehall – Classic Deluxe Whisky is a distinguished blend of aged scotch malts and the finest Indian Spirits. Skillfully blended to give a rich, warm, full-bodied whisky with a graceful afternote that lingers long.

High Spirits



Bangalore 8PM Bermuda White Rum launch party

The F-Bar in Bangalore came alive on the theme of the Caribbean Islands presented through a fashion show. Later there was a 'Salsa' performance by dancers. The glitterati joined in to celebrate, and had a great time at the eventful party.



Noida

Malkit Magic floors all

It was a happening evening at the 'Elevate' at Noida recently. Radico's 8PM Whisky, Magic Moments Gin and 8PM Bermuda Rum made for a high-spirited occasion along with renowned singer Malkit Singh

and his foot-tapping numbers.

The mood was electrifying as around two thousand people danced to hit numbers like 'Gur Nal Ishq Mitha' and others. The show was also dotted with Bhangra.

It was a high-spirited event characterised by the Radico-style of funfare amidst soulful renditions of Malkit Singh.



Mr Abhishek Khaitan, MD

Radico Khaitan Continues Success Story

Radico Khaitan has always been considered to be one of the most profitable companies and not without a reason. Mr. Abhishek Khaitan, Managing Director of Radico Khaitan Ltd., underlines the reasons for the Company's continued profitable run.

Radico Khaitan, the number two Company in the liquor industry, has once again proved that profits can be made in the liquor industry by investing in their brands. The Company also reached the coveted 10 million cases mark.

Says Abhishek Khaitan, our volumes have grown 58 per cent and he attributes these volumes on the spectacular growth of 8PM Whisky, which

has seen volumes grow by 38 per cent and the phenomenal growth of Old Admiral Brandy which has grown by 69 per cent. According to 'Drinks International', these are the fastest growing brands in the whisky and brandy segment, he points out.

Radico Khaitan Ltd. (RKL) has reported 39 per cent increase in net profit to Rs. 36.86 crore in the financial year

Radico Khaitan Strikes 10 Million Cases

Radico Khaitan has once again emerged as a strong player in the Indian liquor industry, they have sold 10 million cases in 2004-2005, witnessing a growth of 58% which is much higher than the industry's growth of around 8% per cent.

Having a far-reaching brand portfolio across all segments of the IMFL market – from Whisky to Vodka, Radico Khaitan, one of the fast growing companies has sold 10 million cases in 2004-2005. They had sold 6.34 million cases in the year 2003-4. There has been a growth of 58% this year. The graph given below is an indicator of the growth of the Company since 2001.

Year	No. of cases sold (in million)
2001-02	3.69
2002-03	4.71
2003-04	6.34
2004-05	10

Radico Khaitan, formerly known as Rampur Distilleries, was established in 1943. It was initially engaged in the manufacturing of ENA (Extra Neutralised Alcohol)

It now owns three 'Millionaire Brands' – 8PM Whisky, Old Admiral Brandy and Contessa Rum, in its portfolio. Revenues have grown aided by aggressive expansion through contract bottling arrangements, brand

acquisitions and marketing tie-ups for international brands.

Radico Khaitan Ltd.'s flagship brand 8PM Whisky has crossed the 3 million case mark in the year 2004-05. 8PM Whisky which was launched in October 1999 since then has grown many folds as in the first year of its launch itself it crossed the one million case mark, the first in the liquor industry and entered the Limca Book of World Records. 8PM Whisky sales have been growing over the years as indicated in the table. (table 1)

Old Admiral Brandy, another winner from the Radico portfolio, crossed 1.4 million cases in the year 2004-05. Old Admiral Brandy was launched in

October 2002 and has grown 69% from the year 2002. Old Admiral Brandy sales has also been growing over the years as the figures indicate. (table 2)

It's not only 8PM and Old Admiral that are doing so well, Contessa Rum, which enjoys a 22% market share in the defense segment has sold 2.5 million cases in the year 2004-05. Contessa Rum has won the prestigious gold medal at the Monde Collection in Brussels for its overall quality.

Whytehall, a recent acquisition of Radico Khaitan from Bacardi has sold 0.5 million cases in the year 2004-05. Radico Khaitan has acquired the brand in the year 2004.

Now Radico is ready to

MD Speak

2004-05. The Company's net the previous year was Rs. 25.68 crores. The top line revenue during the year ended March 31, 2005 vaulted 37 per cent to Rs. 995 crore against Rs. 727 crore in the previous year.

The figures for the last financial year includes sales from Whytehall India Ltd. and Anabeshahi Wines & Distilleries Pvt. Ltd., wholly owned subsidiaries of the Company, which were acquired during the year.

What was particularly satisfying for the Company was the Company's net profits which had grown substantially despite the exceptional rise in prices of molasses in 2004-05 and the price of bottles. Mr. Abhishek Khaitan says, we were able to achieve these numbers by trimming our overhead costs and by pre-booking molasses which were stored for 4-5 months in an effort to curtail costs.

The Company announced an EPS of Rs. 18.44 against Rs. 13.31, a rise of 39 percent.

In a press communiqué, Mr. Abhishek Khaitan, Managing Director, RKL, said the company also hoped to achieve a CAGR of 25 per cent in the next two years. The Company's mainstay Indian Made Foreign Liquor volume crossed 10 million cases in 2004-05, and has three millionaire brands in its portfolio – 8PM Whisky, Old Admiral Brandy and Contessa Rum.

The Company was also satisfied with the performance of its recently introduced 8PM Bermuda White Rum and 8PM Excellency Brandy received an overwhelming response.

The Company is now set to tap the fast growing Vodka segment with the launch of the Magic Moments Vodka in the next three months.

Geographically the Company has seen tremendous growth in the South, which is a strong Brandy market. Brandy is 14% of the total IMFL segment of around 100 million cases in India. The total Brandy market in the South in the year 2003-04

was 14 million cases, which has grown by 7% to 15 million cases in the year 2004-05. While Old Admiral VSOP Brandy sold 70 million case in the year 2003-04 and has grown to 1.4 million cases in the year 2004-05 which is a 100% growth.

Mr. Abhishek Khaitan, Managing Director, Radico Khaitan Ltd, said regarding the success of the brand, "Our brand Old Admiral VSOP Brandy is growing at a tremendous rate in the Southern Market and we expect to carry on with this growth trend".

The Company is perhaps the only Indian Company well prepared for a global onslaught of brands as and when duties are pared down as per WTO norms. It has a tie-up with Becks in the Beer segment, with E&J Gallo for Wines and the Erdington Group for spirits. The Company is also looking for new acquisitions to grow its business further. For Radico there is only one way to go and that is forward.



Table 1

Year	Sale (cases in million)	Growth%
2001-02	1.78	
2002-03	1.90	Growth of 7%
2003-04	2.39	Growth of 26%
2004-05	3	Growth of 30%

Table 2

Year	Sale (cases in million)	Growth%
2002-03	0.22	
2003-04	0.74	Growth of 237%
2004-05	1.25	Growth of 69%

move to the fastest growing category with the launch of a Vodka Brand in August 2005. This is another notable development for Radico Khaitan as they venture into the Vodka segment, Vodka will also represent the company's plan to widen its white spirits portfolio. Four months ago the company entered the Gin segment with brand Magic Moments in Uttar Pradesh and Rajasthan and will be launching the Magic Moments Vodka.

Radico Khaitan's brand portfolio comprises of the finest products and brands that cater to every taste preference an offer superior value in every segment and price category the company competes in. The

group is represented in almost every liquor and price category, starting from the popular segment and going up to premium offerings.

To synchronise its expansion plans Radico is also acquiring more bottling units. On top of its agenda, Radico Khaitan is making a serious bid to expand its presence in high volume generating market in South. Radico Khaitan is also actively looking at buying another distilleries in the states of Maharashtra or Karnataka or Tamil Nadu and setting up seven more bottling units. Aim higher and strive to perform consistently year after year is Radico Khaitan's mantra for the coming future.



Awards

Radico Awadh Samman 2005 and Radico Naaz-e-Awadh

Radico Awadh Samman 2005 was bestowed on Sharmila Tagore and Muzaffar Ali. Radico has also initiated a new award – the Radico Naaz-e-Awadh award, to honour people who are promoting Chikankari & Zardozi. The award was given to Muzaffar and Meera Ali.

Sharmila Tagore, noted film artist and chairperson of the Censor Board of India and Mr Muzaffar Ali noted filmmaker and designer was felicitated with the prestigious Radico Awadh Samman in a grand function. Radico Awadh Saman is bestowed upon

artists and personalities who have contributed immensely in their own ways towards our society.

Muzaffar & Meera Ali, noted designers were awarded with the esteemed Radico Naaz-e-Awadh award. A Radico Khaitan initiative, Radico Naaz-e-Awadh aims to honour personalities who have contributed towards promoting the Chikankari & Zardozi work.

On the occasion, Sonali Bendre, famous film actress and Farooq Sheik enacted the popular play – ‘Aap Ki Soniya’.

Muzaffar & Meera Ali, noted designers, were awarded with the Radico Naaz-e-Awadh award.

The play is a sequel to the very popular ‘Tumhari Amrita’.

Commenting on the event, Dr. Lalit Khaitan, CMD, Radico Khaitan said, “It is an honour for us to be associated with this event and it has been an outstanding platform, where we had renowned personalities with us.”

Contest

Radico Chikankari Aur Zardozi Pratiyogita

Radico’s mission of uplifting local artisans and promoting U.P. handicrafts, Zardozi and Chikan work, has elevated to the second level.

Radico recently announced the winners of ‘Radico Chikankari Aur Zardozi Pratiyogita’ in association with the Indian Academy of Art & Culture, U.P.

The main objective of the competition was to bring out the creativity of the artisans and to encourage them to participate. The competition aimed at identifying young talent in the field of Chikankari and Zardozi.

The event was promoted through mobile vans, pamphlet distributions in the artisan’s resident areas to acquaint the artisans about the Pratiyogita. One of the unique initiatives taken by Radico was to personally collect the

designs from the residence of the artisans for their comfort.

The Pratiyogita received 300 entries. Out of these entries 18 were selected for the final round. Three were judged as winners and the rest 15 were awarded consolation prizes.

The entries were judged by renowned personalities like Jaya Prada, noted film star, Kiran Khaitan, Sucheta Merh and Swapan, both Designers from Kolkata.

Apart from cash prizes, famous designers will be using the designs of the winners in their collection. The Clothesline of the same will be showcased at the ‘Radico India Fashion’ to be held at Lucknow sometime this year.





Monde World Selection 2005

Three Cheers!



Three brands from the Radico cask bagged silver medals from the International Institute for Quality Selections – The Monde Selection. These awards were given on the basis of analyses and tests conducted in the laboratory.

The Monde Selection 2005 – Winner Brands

- Silver medal – Contessa XXX Brown Rum
- Silver medal – 8PM Bermuda White Rum
- Silver medal – Old Admiral VSOP Brandy

'Drinks International'

The Millionaires Club 2004

'Drinks International' Magazine featured Radico's flagship brand 8PM Whisky, Old Admiral Brandy and Contessa Rum in The Millionaires Club 2004 rankings.

Drinks International has featured 8PM Whisky and Old Admiral Brandy as the fastest growing regional brands in the world in their respective segments.

'Drinks International' – the buyer's guide to the drinks business has spread Radico's 'Spirit of Friendship' across the world and this calls for a celebration at Radico.

The magazine reaches to over 52,000 decision-makers in 120 countries. Its prominence as a pioneer in discovering the latest trends in the Spirits industry surely adds a distinction to Radico's standing.



Kolkata Launch

8PM Bermuda White Rum

Radico 8PM Bermuda White Rum was recently launched in Kolkata amidst fun, high spirits and glamour at a special venue 'Tantra'.

8PM Bermuda White Rum will deliver value to the consumer through a top-class blend and packaging reflecting the core proposition of the 8PM brand.

The evening began with leading models from Kolkata and sashaying beachwear at the fashion show at the launch party. The theme of the fashion show was Caribbean style beachwear keeping in mind 8PM Bermuda White Rum which is positioned as Original Caribbean Rum.

Speaking on the launch of 8PM

Bermuda White Rum, Mr. Raju Vaziraney, President-Sales & Marketing, said, "Bermuda as the name suggests is 'Original Caribbean Rum' and fun is the intrinsic value proposition. The Rum is launched with an intention of spreading the Caribbean spirit – live life to the fullest. 8PM Bermuda White Rum is distilled and blended in the classic Caribbean style".

Another highlight of the evening was special Caribbean dance to keep up the high spirits. To match the ambience, the waiters wore straw hats and floral shirts. The main drink doing the rounds, were special Bermuda White Rum Cocktails.



DSOI May Queen Beauty Pageant Glitz, Glamour, Beauty!

Radico's Whytehall brand has shown impressive growth in the CSD in the past one year. As a part of the brand building exercise Whytehall Whisky was the main sponsor for the DSOI May Queen Beauty Pageant 2005 across different states.



Fun moments at DSOI Chandigarh



Shake-a-leg night at DSOI Dehradun amidst fun and fashion



It was time to catch up with the trends in the capital as DSOI Delhi went ablaze with Whytehall and electrifying moments



Refreshing Ones

సంవత్సరం
మారితే కాని నేను
మారదు

Old Blended Whisky

ప్రతి క్షణం నీ తోడు

Introducing

8 PM

Royale

For smooth evenings.

PLAY

WHYTEHALL

Always perfect.

Original Caribbean Rum

Original Caribbean Rum.

A Time for Friends



*I*n our society we come across a lot of people, many known people and a few as acquaintances. Among them, very few become nearer and dearer to us and develop a feeling of “friendship” such people can be called “friends”. Among them a few become true friends. They develop a great liking, attachment, and feel a lot about our good and bad. They like to share our good and bad and earn our affection. There is a saying that “show me your friend, I will tell you who you are?” Thus friends have the power to determine the character of a person. In everyone’s life friends play a vital role. The secrets which one will not reveal with his kith and kin will share the same with his friends.

Generally, through friends, one will accustom to certain bad habits. One must be cautious in this regard. It is all in one’s own mental control. If we are determined and disciplined you will remain unchanged under any sort of atmosphere.

The friendship which we develop in our childhood will last till we die since it is pure, unselfish and not expecting anything in return. But nowadays friendship has been commercialised. Before making friendship people assess what we can get out of this person. But these friendships will vanish within no time.

Good friendship will really help an individual to groom up in life. A good circle of friends will provide a greater and wider range of people in society. It helps to interact with many in the global atmosphere. One can express himself about his personal trait and abilities through friends. Thus it helps him in his career also. With the same spirit he deals with his customers if he is in sales. He can easily understand the minds of the people and get his job done. The ease and capacity to mix with others is developed because of friendship. One learns things from mistakes and every individual will

generally make mistake when he or she is amidst friends. So friends are in a way teachers also, indirectly. True friends will form a network and they can achieve anything in life collectively. In sales it is what we require. The more number of people you know the more business you will do. In business they may have rivalry but in personal level friendship is above all.

History has told us the true friendship between Lord Krishna and the poor Kuchela and left us the message that poverty cannot become a barrier in friendship. Similarly, Duryodhana and Karna’s friendship is remembered as a great one because in friendship Duryodhana did not see caste, richness or any other disparity with Karna. True friends will always be our well wishers.

To conclude, we have to assess a man’s prosperity not by seeing his wealth but by seeing how many good friends he has earned in life. This will tell us the character, good nature and the ability of the person to influence people and society.

Good friendship will really help an individual to groom up in life. A good circle of friends will provide a greater and wider range of people in society.

K V Ganesh
Front Office Executive
Rampur

Attitudes build the life

An elderly carpenter was ready to retire. He told his employer-contractor of his plans to leave the house-building business and live a more leisurely life with his wife, enjoying his extended family. He would miss the paycheck, but he needed to retire. They could get by. The contractor was sorry to see his good worker go and asked if he could build just one more house as a personal favour. The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials.

It was an unfortunate way to end a dedicated career. When the carpenter finished his work the employer came to inspect the house. He handed the front-door key to the carpenter. "This is your house, he said, my gift to you." The carpenter was shocked! What a shame!

If he had only known he was building his own house, he would have done it all

so differently. So it is with us. We build our lives, a day at a time, often putting less than our best into the building. Then with a shock we realise we have to live in the house we have built. If we could do it over, we'd do it much differently. But we cannot go back.

You are the carpenter. Each day you hammer a nail, place a board, or erect a wall. "Life is a do-it-yourself project," someone has said. Your attitudes and the choices you make today, build the "house" you live in tomorrow. Build wisely!

"Remember... Work like you don't need the money. Love like you've never been hurt. Dance like nobody is watching. Pass this on to someone. I did!"

"To the world you might be one person, but to one person you might be the world."

Mudit Kumar Agarwal

**"Remember... Work like you don't need the money.
Love like you've never been hurt.** Dance like nobody is watching.



A poem for Computer Lovers

A computer was something on TV
From a science-fiction show of note
A window was something you
hated to clean
And ram was the cousin of a goat.

Meg was the name of my girlfriend
And gig was a job for the nights
Now they all mean different things
And that really mega bytes.

An application was for employment
A program was a TV show
A cursor used profanity
A keyboard was a piano.

Log on was adding wood to the fire
Hard drive was a long trip on
the road
A mouse pad was where a mouse
lived
and backup happened to your
commode.

Cut you did with a pocket knife
And paste you did with glue
A web was a spider's home
And a virus was a flu.

I guess I'll stick to my pen and
paper
And the memory in my head
I hear nobody's been killed in a
computer crash
But when it happens they wish they
were dead.

*Ravindra Kumar
SAP*

Radico in the News



Q & A Quiz 7

Winners of Quiz 6

1st Srihari
2nd Mani Kandan
3rd Naveen Kumar

It's Quiz Time Folks!!!

How much do you know about Radico?
 Answer these simple questions and win loads of prizes...
 Dinner Sets to Mobiles and more.

<p>Q1. Which brand from the Radico portfolio features in the Limca Book of Records? a) Contessa Rum b) 8PM Whisky c) Old Admiral Brandy</p> <p>Q2. Who were the winners of the Radico Naaz-e-Awadh award? a) Amitabh & Jaya Bachchan b) Mansoor Ali Khan Pataudi & Sharmila Tagore c) Muzaffar & Meera Ali</p> <p>Q3. How many million cases did Old Admiral Brandy cross in the year 2004-05? a) 1.4 million cases b) 3 million cases c) 2.7 million cases</p>	<p>Q4. How many entries were received for the Radico Chikankari Aur Zardozi Pratiyogita? a) 333 b) 150 c) 300</p> <p>Q5. 'Drinks International' magazine reaches to over how many decision-makers? a) 1,00,000 b) 52,000 c) 21,000</p> <p>Q6. Which renowned model and actress walked the ramp at the 10 Million Case Party? a) Lara Dutta b) Neha Dhupia c) Katrina Kaif</p>
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Send in your answers to Aman Pannu at pannua@radico.co.in
 by 15 August, 2005.
 Conditions Apply.

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Now you can get your articles published in 'friends'. Send us your write-ups, interesting happenings, weekend getaways, useful tips, interesting photos, paintings by your kids... everything's welcome! Remember, it should be socially meaningful and interesting.

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 New Delhi 110 044

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