



JAISALMER
INDIAN CRAFT GIN







a million tales on a
GOLDEN
CANVAS

The breath-taking city of Jaisalmer is likened to a golden canvas, beckoning you to partake of it's glorious history. It's vibrant streaks of colour come alive with stories of valiant princes, as it's princely 15 gun salute ups the levels of royal pride to it's highest.

Dedicated to this spectacular way of life and to celebrate the exceptional success of Jaisalmer Indian Craft Gin we now present the Gold Edition.

Befitting a state with many fascinating tales, our Gin is a worthy experience with a chequered past that lives on in a new golden incarnation today.

N



Caraway

Cubeb Pepper

S



THE ULTIMATE EXPRESSION

*"When the sands blow over the winds of time
Lend them your ears and hear them chime"*

The Indian wisdom of ancient herbs, infused with 18 handpicked botanicals including finest quality Juniper Berries, Angelica, Coriander from Jaisalmer, Nagpur Orange Peel, Darjeeling Green Tea, Liquorice, Lemongrass, Bay Leaves, Gandharaj Lemon Peel, Saffron, Nutmeg, Cinnamon Bark, Black Pepper & Rose Petals is further enhanced with Gold filtration.

A refreshing burst of Indian summer on your palate.



JAISALMER

INDIAN CRAFT GIN

The Royalty Awaits

GOLD EDITION

43% Alc/Vol. 500ml

A T O U C H O F

GOLD

Infused with the world's finest and most expensive spice saffron, Jaisalmer Gold is crafted with a passion to offer an epitome of luxury and a true timeless indulgence.

It takes between 150,000 to 250,000 saffron crocus flowers just to get 1 Kg of saffron threads and it takes many hours to handpick the flower and pick the threads. That truly makes saffron the Gold standard in spices and botanicals.

This is not all. A unique production process is used for Jaisalmer Gold wherein the Gin slowly passes through a filter made of intertwined golden silk filament, enriching the Gin with gold ions and providing a clean and exceptionally smooth tasting experience and balanced taste.



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INDIAN CRAFT GIN
The Royalty Awaits
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THE QUINTESSENTIAL LUXURY

It is said that the mystique of a book begins with its cover. Quite like the magic of Jaisalmer Indian Craft Gin which starts enrapturing from its fascinating bottle itself. Just like a splendid and serene night in the midst of a desert, silent, shining and complete, the exquisite bottle makes a powerful statement, without saying a word.

The bottle is inspired by the timeless architecture of the beautiful palaces, the character of the beautiful windows carved out of yellow sandstone, the ornately carved shrines and cupolas of Gadisar Lake and the tranquil glitter of the golden sand.





T H E S T E P S T O W A R D S SUSTAINABILITY

Radico Khaitan believes in creating value that is sustainable and in a manner that is economical, environmentally friendly and socially acceptable. The Company believes in sustainable business strategies which not only complies with the regulatory requirements but also fulfills the expectations of the society at a large.

With the growth in the business, consumption of resources is ever increasing. Radico Khaitan is focused on using renewable energy sources and using lesser resources per unit of production.

Through constant upgradation of technology, Radico Khaitan has significantly improved the water efficiency throughout the manufacturing process. Water consumption at the Company's plant is one of the lowest in the Alcobev industry.



RECHARGING AND HARVESTING

WATER

Radico Khaitan has adopted several rainwater harvesting and ground water recharge measures both inside and outside the plant premises. Currently, Radico Khaitan can recharge ~300% of total water it draws from the ground, therefore balancing the ecosystem.

Encouraged by the positive results of ground water recharging initiatives, Radico Khaitan has partnered with 'Vyakti Vikas Kendra India' (Art of Living) to further spread the activity in other areas of Rampur. The Radico – Art of Living's Bhujal Shakti Project defines a road map for ground water upliftment activity with the joint support of the government.



SUSTAINABILITY IMPACT

Recycled 8,700 MT of post-consumer used plastic waste during FY2022 resulting in a significant sustainability impact.

SAVED

419.1 million liters



Water

41.5 million KWH



Energy

ELIMINATED

12.2 million KG



Air Pollutants

1.9 million cubic feet

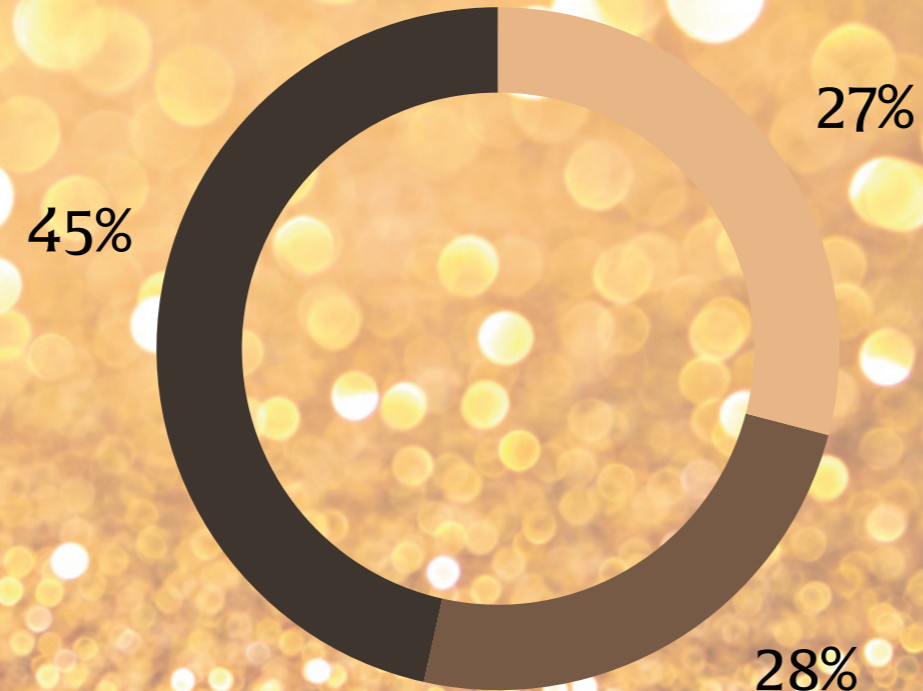


Land Fill

FY2021



FY2022



Outsourced (Grid & Diesel Generators)

Captive - Rice Husk

Captive - Bio Gas

ENERGY CONSUMPTION

Out of the total power consumption at the Rampur plant in FY2021, Radico Khaitan generated 71% through captive power plants using renewable energy/biofuels. Of this 71%, 47% was through biogas generated through waste produced during the alcohol manufacturing process.



Consumption (million)	FY 2019	FY 2020	FY 2021	FY 2022
Total Bottles	17.75	28.52	31.04	-
Recycled Bottles	0.80	2.10	4.39	-
% Recycled Bottles	4.5%	7.4%	14.1%	19.3%

RECYCLED GLASS BOTTLES

During FY2021, the Company used 14% of the recycled glass bottles for some products amounting to 4.39 million bottles.

Reducing our Ecological Footprint and thereby our environmental impact is a journey that never truly ends. This journey, in itself is rewarding when our vision remains constantly focused on giving back to the environment.

At Radico, it's always a teamwork that motivates us, pushes us together with the goal of reducing our environmental impact, to keep going.



A GIANT LEAP TOWARDS TRUE

SUSTAINABILITY

Water is at the core of sustainable development and is critical for socio-economic development, healthy ecosystems and for human survival itself. Water is at the heart of adaptation to climate change, serving as the crucial link between the climate system, human society and the environment.

Radico's continued focus on Sustainability has taken a giant leap by using water from the atmosphere.



1. Harnessed from an
Inexhaustible source

Air contains water equivalent to six times of
all the world's rivers combined and it
replenishes naturally every 8-10 days



2. Powered only by
renewable energy

Clean and unlimited energy of the Sun and
Carbon neutral sources of waste heat and
biomass are utilised



3. Rejects no wastewater in
the process

Not a drop of water is wasted in the process,
unlike technologies like Reverse Osmosis
which waste more water than they purify

NO CARBON FOOTPRINT

- Chemical free
- Zero carbon footprint
- Access to clean water, saving lives

The company has partnered with solution providers with the technology that makes use of desiccants (substance or chemical that absorbs or attracts moisture from the air) to pull moisture from the air, using renewable energy sources like solar, waste heat, or biomass.

The company has very carefully taken steps towards reducing paper usage by consciously discontinuing gift boxes and paper labels for Jaisalmer Gold Gin.

Radico is proud to be one of pioneers in this industry using renewable water to ensure the continued journey towards 100% sustainability.





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