



February 12, 2025

To,
BSE Limited
Scrip Code: 532478

National Stock Exchange of India Limited
Symbol: UBL

Dear Sir,

Sub: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015 (“the SEBI Listing Regulations”). Media Release by Heineken N.V. (Promoter Group) on India operations.

Pursuant to Regulation 30 of the SEBI Listing Regulations, disclosure is hereby being made with respect to information on United Breweries Limited published in the Media by Heineken N.V. (Promoter Group) for their Q4-October-December 2024 - trading update. This was published/released by them today i.e., February 12, 2025.

A generic statement provided by them in their media release appears below:

Unlocking and premiumising the growth in India

“In India, net revenue (beia)¹ grew in the low-teens with beer volume growth of a high-single-digit. As market leader, we continued to expand and develop beer centric occasions whilst shaping the beer category to unlock the inherent growth.

Kingfisher, the largest brand in India, grew by a mid-single-digit boosted by increased sponsorship investment including the Indian Premier League for cricket. Our premium portfolio, led by Kingfisher Ultra and Heineken® Silver, grew in the mid-thirties, gaining segment market share. We also launched Amstel Grande to expand our premium offerings.

¹ HEINEKEN results differ from local UBL results, as UBL reporting considers total sales volume (in cases sold) with net revenue per Indian Accounting Standards.”

The said media report can be accessed at the following link:

[Heineken N.V. reports 2024 full year results](#)

Kindly take the same on record.

Thanking you,

Yours faithfully,
For UNITED BREWERIES LIMITED

NIKHIL MALPANI
Company Secretary & Compliance Officer