

October 3, 2019

The Secretary, Listing Department
BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring,
Rotunda Building, P. J. Towers,
Dalal Street, Fort,
Mumbai – 400 001.
Scrip Code: 500850

The Manager, Listing Department
National Stock Exchange of India
Exchange Plaza
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051
Scrip Code: INDHOTEL

Sub: Press Release


Dear Sir,

Please find enclosed the press release titled '**AB INBEV and IHCL partner exclusively to launch a chain of microbreweries across key locations in India**'.

This disclosure is being made in compliance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to kindly take the same on record.

Sincerely,



BEEJAL DESAI
Senior Vice President & Company Secretary

IN AN INDUSTRY FIRST, AB INBEV AND IHCL PARTNER EXCLUSIVELY TO LAUNCH A CHAIN OF MICROBREWERIES ACROSS KEY LOCATIONS IN INDIA

Plans to Open Fifteen Microbreweries in the Next 5 Years
First Microbrewery to Open at Taj MG Road, Bengaluru



From left - Mr. Jan Craps, Executive Director & CEO, Budweiser APAC and President – APAC, AB InBev and Mr. Puneet Chhatwal, MD & CEO, IHCL

Mumbai, October 3, 2019: Anheuser Busch InBev (AB InBev), the world's leading brewer today signed an agreement with **The Indian Hotels Company Limited (IHCL)**, South Asia's largest hospitality company, to launch a premium chain of microbreweries within its marquee hotels across key locations in India. This collaboration is worth Rs. 150 crores with plans to open 15 microbreweries over the next 5 years. This exclusive partnership will leverage the collective strengths of the two leading companies to shape the future of quality craft beer in India.

Commenting on this partnership, **Mr. Jan Craps, Executive Director & CEO, Budweiser APAC and President – APAC, AB InBev** said, "We are delighted to partner with IHCL with its portfolio of exceptional hotels to open specialty microbreweries across top urban cities of India. The microbreweries will be conceptualized by ZX Ventures, our global innovation and investment team that will bring in their global brewing expertise to develop the current ecosystem and delight our consumers with local ingredients in Beer. We look forward to collaborating with the emerging craft community in the country and are confident that our synergies in this category will shape the craft beer industry in India."



AB InBev, with its in-house brewing expertise will offer the best craft beers using the finest natural ingredients. This coupled with IHCL's culinary prowess and exemplary service, housed in a vibrant and high-energy environment, will celebrate the spirit of new India. JOI Design from Hamburg will design all the microbreweries.

"In our endeavour to bring the latest international trends and experiences for our guests, we are privileged to join hands with the world's largest brewer, AB InBev. This partnership, exclusive to IHCL will be a first of its kind in the hospitality industry in India. With its diverse collection of over 500 beer brands, AB InBev will be involved in setting up on-site microbreweries at some of our iconic hotels; the first of which will be at Taj MG Road, Bengaluru, followed by Goa, Mumbai and Hyderabad." said **Mr. Puneet Chhatwal, Managing Director and Chief Executive Officer, IHCL.**

This partnership represents the pioneering spirit of the two companies and their combined synergies will offer an unmatched microbrewery experience to a wide range of customers.

About Anheuser Busch InBev (AB InBev)

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Our Dream is to bring people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. We are committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Our diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®; multi-country brands Beck's®, Castle®, Castle Lite®, Hoegaarden® and Leffe®; and local champions such as Aguila®, Antarctica®, Bud Light®, Brahma®, Cass®, Cristal®, Harbin®, Jupiler®, Michelob Ultra®, Modelo Especial®, Quilmes®, Victoria®, Sedrin®, and Skol®. Our brewing heritage dates back more than 600 years, spanning continents and generations. From our European roots at the Den Hoorn brewery in Leuven, Belgium. To the pioneering spirit of the Anheuser & Co brewery in St. Louis, US. To the creation of the Castle Brewery in South Africa during the Johannesburg gold rush. To Bohemia, the first brewery in Brazil. Geographically diversified with a balanced exposure to developed and developing markets, we leverage the collective strengths of approximately 175,000 employees based in nearly 50 countries worldwide. For 2018, AB InBev's reported revenue was 54.6 billion USD (excluding JVs and associates). Visit us @ www.ab-inbev.com

For further information, please contact: Bratin Roy | +91 98338 68621 | bratin.roy@in.ab-inbev.com

About The Indian Hotels Company Limited (IHCL)

The Indian Hotels Company Limited (IHCL) and its subsidiaries bring together a group of brands and businesses that offer a fusion of warm Indian hospitality and world-class service. These include **Taj** – the hallmark of iconic hospitality, **SeleQtions**, a named collection of hotels, **Vivanta**, sophisticated upscale hotels and **Ginger** which is revolutionizing the lean luxe segment.

Incorporated by the founder of the Tata Group, Jamsetji Tata, the Company opened its first hotel - The Taj Mahal Palace, in Bombay in 1903. IHCL operates 181 hotels including 30 under development globally across 4 continents, 12 countries and in over 80 locations.

The Indian Hotels Company Limited (IHCL) is South Asia's largest Indian hospitality company by market capitalization. It is primarily listed on the BSE and NSE.



Please visit:

www.ihcltata.com; www.tajhotels.com; www.selectionshotels.com; www.vivantahotels.com; www.gingerhotels.com

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