

November 28, 2023

To

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: **532478**

National Stock Exchange of India Limited

Exchange Plaza, 5th floor, Plot No.-C/1, G Block,
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: **UBL**

Dear Sir/Madam,

Sub: **Intimation of product launch under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('the Listing Regulations')**

Pursuant to Regulation 30 read with Schedule III Part A Para B of the Listing Regulations, we wish to inform that Company has today launched a new product.

The details of the said product as required under SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are as follows:

Sr. Nos.	Particulars	Details
1.	Name of the Product	Heineken® Silver Draught Beer
2.	Date of launch	November 28, 2023
3.	Category of the product	Draught
4.	Whether caters to domestic/international market	Domestic Market
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable

A copy of the Press Release with regard to the Product Launch is enclosed herewith and is also available on the website of the Company at www.unitedbreweries.com.

This is for your information and records.

Thanking You,

Yours faithfully

For UNITED BREWERIES LIMITED

AMIT KHERA

Company Secretary and Compliance Officer

Encl: As above.



United Breweries Unveils Heineken® Silver Draught Beer in India, a Smooth and Refreshing Experience

Mumbai, India, 28th November 2023 – United Breweries, the country's leading beer manufacturer and part of the Amsterdam-based HEINEKEN group, is thrilled to announce the much-anticipated launch of Heineken® Silver Draught Beer in India. This marks a significant milestone as Heineken introduces its draught beer for the first time in the Indian market, aiming to provide consumers with a premium, smooth tasting beverage tailored for social occasions.

Crafted by seasoned master brewers utilizing only natural ingredients, including Heineken's renowned unique A-yeast and 100% malt, Heineken® Silver Draught Beer boasts the freshest and smoothest taste. This ensures an enhanced drinking experience, delivering unparalleled, perfectly balanced taste and freshness to the discerning consumer.

"We are thrilled to introduce Heineken® Silver Draught Beer to the discerning consumers in India, aligning with our commitment to cater to evolving preferences. In response to consumer insights, we recognize the demand for a superior and refreshing beer experience. With Heineken® Silver, we offer a 100% malt brew crafted with natural ingredients, providing a delightfully refreshing, smooth, and easy-to-drink lager with a crisp, subtle finish. This variant has already garnered immense appreciation in our global markets, and we are confident that it will resonate with the new generation of beer enthusiasts in India. As we embark on this exciting journey, our strategic growth plan includes expanding the availability of Heineken® Draught to other cities, ensuring more consumers can enjoy the exceptional taste and quality that define the Heineken® experience.", stated Vivek Gupta, MD and CEO, United Breweries Limited, a part of the HEINEKEN company.

The initial launch will see Heineken® Silver Draught Beer exclusively available in premium bars and pubs across Mumbai, Thane, and Pune in Maharashtra, with plans to expand to Karnataka in the fiscal year 2024.

Jacqueline Van Faassen, Head of International Premium Portfolio at Heineken India, expressed her excitement about the launch, saying, "The introduction of Heineken® Silver Draught Beer in India marks a significant expansion of our product portfolio, offering consumers a unique and refreshing world class drinking experience deeply rooted in Heineken's brewing legacy and expertise. Our dedication to perfection is evident at every stage of the brewing process. Quality is paramount, and our longer brewing process as compared to other lager beers, horizontal fermentation, combined with 150 years of craftsmanship, ensures a consistently balanced Heineken® beer with an unmatched taste and stability."



At the Mumbai launch event, Franck Evers, certified Heineken Global Draught Master, not only showcased the art of the perfect pour but also spearheaded an intensive training program called Heineken® Star Serve for over 400 bar staff. With a wealth of expertise honed in more than 90 countries, Franck Evers serves as the maestro driving Heineken's unwavering commitment to delivering the ultimate draught beer experience to Indian consumers. Following this week's launch and training program, the Heineken® Star Serve program will continue with a comprehensive training initiative, introducing a unique pouring technique of 5 simple steps that ensures the highest quality Heineken draught drinking experience for consumers in India. An additional distinctive feature of Heineken® is the innovative practice of skimming the beer, marking a noteworthy 'innovation' in draught beer pouring within the Indian market.

United Breweries Limited is proud to bring Heineken® Silver Draught Beer to India, setting a new standard in the world of premium beer and continuing the legacy of Heineken's exceptional brewing heritage.

Heineken® Silver Draught is available in premium pubs and bars. Heineken® Silver Draught will also be launched in other markets in the next few months.

About United Breweries Limited

Bengaluru-headquartered United Breweries Ltd, part of the HEINEKEN group, is the largest beer manufacturer in India. The company produces and markets packaged drinking water and soda, internationally recognized beer, and non-alcoholic beverages. Its diverse product portfolio comprises brands such as Kingfisher Strong, Kingfisher Premium, Kingfisher Ultra, Kingfisher Ultra Max, Kingfisher Ultra Witbier, Kingfisher Storm, Heineken®, Heineken® Silver, Amstel, and Heineken® 0.0., Kingfisher Premium Water, Kingfisher Soda.
