



UNITED BREWERIES LIMITED

August 07, 2023

To

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Floor 25, Dalal Street,
Mumbai - 400001
Scrip: 532478

National Stock Exchange of India Limited
Listing Departments,
Exchange Plaza, 5th Floor, P. No. C/1, G Block
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400051
Scrip: UBL

Dear Sir,

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

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce that the Company's most iconic brand 'Kingfisher' has renewed its association with Football Club FC-Goa as an Associate Sponsor for three seasons from 2023 to 2026 of the Hero Indian Super League.

A Press release will be issued in this regard, is also enclosed as Annexure-A.

You are requested to take the same on your record.

Yours faithfully

For UNITED BREWERIES LIMITED

**Amit
Khera**

Digitally signed by
Amit Khera
Date: 2023.08.07
10:44:34 +05'30'

AMIT KHERA

Company Secretary and Compliance Officer

Encl: As above.



Annexure A

Kingfisher Announces Renewed Multi-Year Partnership with FC Goa as Associate Sponsor

Bangalore, August 07, 2023: Kingfisher, one of the most iconic brands of India, is delighted to announce its renewed association with FC Goa as an Associate Sponsor for three seasons from 2023 to 2026 of the Hero Indian Super League. This exciting reunion with FC Goa, a successful football club in the Indian Super League (ISL), fills us with immense pride, showcasing Kingfisher's deep-rooted passion and unwavering support for the growing significance of Indian football.

This partnership will prominently feature Kingfisher's name and logo on the pendant of the FC Goa shirt throughout the upcoming season. Additionally, Kingfisher will collaborate with the "Gaur's" to introduce an exclusive line of FC Goa merchandise, catering to the desires of passionate fans.

Speaking on the occasion, Mr Vikram Bahl, Chief Marketing Officer at United Breweries, said, "We are extremely pleased to extend our collaboration with FC Goa as an Associate Sponsor. Goa, being one of the top cultural hubs in the country has always been an important market for us and our commitment is to carry on the 'Good Times' to enhance social connections. This partnership not only promotes football in Goa but also aligns with the idea of creating memorable fan experiences and promote brand love."

FC Goa is equally thrilled to welcome Kingfisher back into the fold as an Associate Sponsor. Speaking on the occasion, Arnold Wilson, Commercial Head at FC Goa, said, "We are excited to bring back one of our longest associating partners – Kingfisher. Over the next few seasons, FC Goa and Kingfisher will aim at creating incredible fan experiences from match day activations, match screenings, an exclusive merchandise line to bespoke experiences. Both brands are clearly aligned with the vision to ensure FC Goa fans will be treated to good times, both on and off the pitch."

The collaboration promises to be a compelling journey of celebration, sportsmanship, and excitement as Kingfisher and FC Goa come together once again to showcase their shared passion for the beautiful game.

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.

About FC Goa:

FC Goa is a highly successful professional football club based in Goa, competing in the Hero Indian Super League (ISL). Known as the Gaur's, they have an impressive track record, reaching 4 semi-finals and 2 finals in 9 seasons. With a total of 6 playoff appearances, they hold the most goals, joint-most golden boots, and are the first Indian team to qualify for the league stages of the AFC Champions League in 2020. Co-owned by Mr Jaydev Mody, Mr Akshay Tandon, and Mr Virat Kohli, FC Goa boasts a remarkable trophy cabinet, including titles like the 2019 Super Cup, 2018-19 Goa Pro League, 2020 Goa Police Cup, and 2021 Durand Cup. The club is also renowned for its robust youth development system, with teams at various age levels competing at the highest levels in Goa and India.
