

ANNEXURE - A: BUSINESS RESPONSIBILITY REPORT

About the Report

This Business Responsibility Report for fiscal 2014 demonstrates responsible business practices across the nine principles enunciated in the National Voluntarily Guidelines on Social, Environmental and Economic responsibilities of Business released by the Ministry of Corporate Affairs, Government of India in July, 2011.

In 2012, the Securities and Exchange Board of India (SEBI) made this report mandatory under the listing requirement (as part of the Annual Report) for the top 100 listed companies in India. UBL implemented CSR activities voluntarily much ahead of the Guidelines and has been reporting the CSR activities in its Annual Reports.

UBL also publishes its Business Responsibility/CSR activities/performance in its quarterly in-house magazine/periodicals 'Beer Update' and in the Directors' Report.

Vision & Mission

The Mission statement of UBL embodies following objectives:

- To be the recognized leader in our target markets.
- To be the preferred employer wherever we operate and recognize the value of our human assets.
- To be the partner of choice for customers, suppliers, stakeholders and other creators of innovative concepts.
- Inclusive growth.

1. Ethics, Transparency and Accountability

Our commitment to responsible business is built into the core values and ethics of the Company. To conduct every aspect of our business responsibly and sustainably, we rely on:

1. Strong leadership.
2. Practise of our core values.
3. A well-articulated Enterprise Risk management framework and Code of Business Conduct.
4. Practices that seek to sustain and enhance long-term competitive advantage of the Company.
5. Commitment to achieve our social, environmental and economic goals.

Operations of UBL are managed and controlled under the Chairmanship of Dr. Vijay Mallya, and through a professional Board of Directors. The driving force of UBL comprise of highly qualified professionals having vast experience in their relevant fields. In performing their respective functions, the Directors and employees:

- Act with integrity, probity, honesty, transparency and with utmost good faith.
- Actively assist in implementing the Company's Objectives and creating an organization that is responsive, positive and driven by business and social needs.

The Company strictly adheres to ethical and legal standards while pursuing its objectives. The company has a separate policy on Code of Business Conduct which lays down guidelines for ethical and lawful business conduct critical to the Company's success. The Code inter alia covers the following aspects:

- Compliance with Laws, Rules and Regulations;
- Conflicts of interest;
- Insider trading;
- Competition and fair dealing;
- Discrimination and harassment;
- Health and safety;
- Confidentiality;
- Protection and proper use of Company assets and proprietary information, and
- Reporting any illegal or unethical behaviour.

2. Product & Sustainability

UBL has set up state of the art breweries across the country and beer (product) is manufactured in most hygienic conditions so as to ensure healthy, safe and sustainable product during its shelf life. The same is applicable to breweries that were acquired, in an attempt to have all our breweries on the same platform on consistency, compliance and sustainability. The product is properly labelled and all requisite information relating to the product is displayed on the labels.

While not compromising on quality of its product, UBL ensures that packaging of its product does not have adverse impact on environment and where possible recycled glass bottles are used.

The Company complies with all applicable laws in manufacturing and labelling of its product so as to produce quality product for its consumers. The marketing team of the Company organizes awareness events for its products among the consumers.

The intellectual property relating to beer is owned by UBL and UBL takes appropriate precautions to safeguard its intellectual property rights and check infringements, if any. UBL does not infringe into intellectual property rights of third parties.

Sustainability is a business imperative for us and therefore, not optional. We apply principles of Sustainability to our Manufacturing Operations, our Employee Life Cycle practices and in our dealings with stakeholders in the community we operate in.

Key Responsibility Areas (KRAs) of our key managers are geared towards improving sustainable initiatives like carbon footprint, waste management, reduction in water consumption, etc. We show year on year improvement on how we use resources, by lower consumption, increased efficiency etc. and also compare the same to industry benchmarks.

3. Employees' Well-being

We at UBL realise the fact that in any business, it is the employees that are central to the company's prosperity and realization of its business objectives. Hence we always endeavour to impart benefits that not only cover employees but also their dependent family members. In the quest for health and wellness, we have introduced the Group Medical Insurance policy which has received a phenomenal response from all sections of the employees.

Technological advances have lessened the need to "walk" at work. Emails, fax, and the internet have meant that it is possible to run a business without having to leave the chair. This sedentary lifestyle is one of the key reasons for increase in severe health problems like diabetes, obesity, cholesterol, blood pressure, cancer etc.

Global Health Authorities recommend people take a minimum 10,000 steps (approx. 6.4 km) per day.

UBL has come up with a unique idea in partnering with an external partner to make its employees more health conscious by helping them count the number of steps they take in a day with the help of a pedometer. More than 350 pedometers were given away and various initiatives were undertaken to make people "move". At the end of 100 days at a virtual "Race" organized by Stepathlon, UBL as an organization was awarded the First Runner Up in the Most Active Company in FMCG category.

In a complex industrial relations environment, our Long-Term-Settlement processes have specific focus on alignment and engagement with our associates and have been exemplary on the industrial harmony aspects, with zero incidents.

Talent Acquisition

Recruitment practices are controlled and monitored in UBL as under:

1. A rigorous methodology of acquiring talent against mandatory Job descriptions and approved indents, multi-level interviews with zero conflict of interest, through an automated cloud based recruitment application, with internal business partnered Service Level Agreements (SLAs) related to cost of hire, time to fill and quality of hire.
2. A multi pronged approach to Organic and Inorganic capability building by bringing in a select mix of external subject matter experts and freshers in order to infuse continuous best practices, out of box thinking and application.
3. Professional equation with our suppliers and vendors on the talent space.
4. The company picks up talent from premier institutes to refresh its talent pool.

Talent Induction and Development

UBL has 19 own units across the country, a diversity and dispersion of population and employee demographics that reflects the microcosm of the Indian Talent Pool at its best. It has therefore been very important for us to be able to maintain standardization and formalization to be able to bring in unity amongst diversity and have the “One UBL Picture”. As part of that, all our new employees are taken through a standard induction program. This is measured through established metrics, re-evaluated and corrected as and when required. We remain to be an equal opportunity employer and our units have differently abled people and other diverse population well incorporated and assimilated. We do not engage child labour, forced labour or any form of involuntary labour, paid or unpaid.

UBL has been a learning organization in an entrepreneurial environment that aims at developing personal mastery, holistic thinking and team learning on a sustainable basis. To ensure every employee learns out of structured and unstructured environment we operate in, we have institutionalized the UBL University, a platform for learning and development. Under UBL University, the organization aims at 1) Standardization of existing training programs (technical, functional and soft skills) and multi skilling based on skills based matrix where applicable; 2) An advanced distributed learning system based on an e-learning on Shareable Content Object Reference Model (SCORM) compliance, for cost effective, multi domain and self paced learning; 3) Academia linkages on case studies and executive development programs. This is 3-dimensional learning and growth platform considering function that the employee belongs to, the level of employee and the type of training; 4) We have also introduced a bi-monthly learning series on myriad themes such as Communication, Customer Focus, Personal Development etc.

The UBL University, a self-paced e-learning platform has enabled higher number of users exploring courses on their own, in addition to assigned courses. 191 courses have been completed by users through the platform. 703 users completed 517 person-days of learning in 2013-14 i.e. 24% of requirement. This has reduced the external training requirement thereby resulting saving on time and cost. In the units 63% of the trainings were around-the-machine, 25% were TPM based trainings, 12% were behavioural and functional trainings.

From a pure management perspective, our HR initiatives on Learning itself has shown results that have created traction in the external environment in publishing our success stories as Industry-Cases, through whitepapers and other speaking forums across the Industry and country. This sustainability is in terms of employees continuously and spontaneously adopting and adapting to HR initiatives that are best-in-class in the industry.

From a sustainability perspective, the rewards and recognition practices at UBL, the learning and growth platform at UBL, the performance management system, compensation system and talent acquisition process are tightly integrated into a seamless employee experience and capability model. The input into a specific employee life cycle process is extracted out of the output of another process to ensure sustainable employee practices, managerial excellence, and leadership development.



Organizational practices

In our quest to set up world class manufacturing facility, we have initiated Project Kavach (“armour” in Hindi) and Project Chamak (“shine” in Hindi) to standardize Safety and Hygiene measures in all our breweries across different locations.

The entire organization is geared up to revamp, re-invent, research and implement fundamentals in safety and hygiene processes and bring in new ideas and collaborate as part of next generation Health, Safety and Environment platforms through regular audits, risk assessments, formulating and standardising policies, creating awareness through training and workshops etc.

UBL’s Total Productivity Management (TPM) initiative has transformed the organization working culture with enhanced employee engagement and empowerment. Various sections in different units are demonstrating Operational Excellence as the first step towards our vision of creating a World Class organization. All the 9 units where TPM has been initiated have cleared 1st Phase and moved into next phase of TPM Journey. Breweries at Taloja and Nelamangala are leading the journey and are presently in Phase 3 of expansion working on TPM pillar implementation. The efforts taken by the leading units are used as a reference for the units following them and these units are taking consistent efforts to surpass the level and understanding achieved by previous units. This is a true demonstration of Continuous Learning and working towards Excellence.



We have established a policy on Prevention of Sexual Harassment (PSH) based on the Sexual harassment of Women at workplace (Prevention, Prohibition and Redressal) Act 2013. The Company takes cognizance that such harassment constitutes infringement of fundamental rights to work in a safe and healthy environment. This initiative on PSH at workplace has been named as ABHAY.

UBL has also established a structured Internal Complaints Committee (ICC) with the objective of prevention, prohibition and redressal of incidents involving sexual harassment at workplace. We are committed towards creating awareness by continuous training, awareness etc. to be in compliance with provisions of law in letter and spirit.

Goal setting, budget processes, internal audit, control self assessment and other practices are in place to bring accountability, service delivery and excellence in execution and results keeping into consideration stakeholders.

To enhance employee connectivity, the usage of intranet portal called SAMPARK and social media network called YAMMER have been a boon and acting as a via media for internal collaboration and knowledge management tool. This substitutes the classroom and instructor based learning thereby resulting in 81% of the employees being engaged on this platform through transfer and sharing of knowledge, ideas, file, data, skills and thoughts become faster and time saving. This has also been beneficial to the company significantly in external branding, faster assimilation, getting relevant information from trade and the market, obtain feedback on events and response to questionnaires from employees even before on-boarding. The platform is also used for running internal rewards and recognition programs and create awareness on organization-wide movements. UBL also organises quarterly webcast where senior leads of the Company address the employees across units once a quarter through an established channel, discussing business results, contributions and other relevant topics.

The organization has invested in large technological platforms not just in sustaining Manufacturing Excellence, but also in all other aspects of organizational governance and statutory requirements. An example of that is the multi-module, successful implementation of SAP in 2013, in order to standardise our business processes, streamline our operating costs, improve coordination among different business units, faster decision making thereby increasing the overall productivity.

Introduction of the online performance system “SUCCESS FACTORS” is another such initiative which is certainly going to bring about phenomenal transformation in our performance management, visibility to talent, organizational performance parameters, establish accountability at an individual and team levels and help link it to strategic HR decision making events like Compensation, Succession, Training and Development, etc. This system based on the next generation cloud technology in HR service delivery is flexible, manageable and very efficient. This kind of flexibility is especially beneficial for large organizations like UBL that have employees and business units scattered in multiple locations. Performance appraisals can now be distributed and collected in a much shorter time period. It offers greater confidentiality and transparency. Success Factors also offers sophisticated analysis tools and functionalities. This means that summarizing results across various dimensions and identifying trends in high performance work practices is much simpler and faster than the earlier paper based system. We have been able to drive 100% completion of goal setting and appraisals through the system.

4. Stakeholders’ Engagement

UBL focuses on guiding principles of Corporate Social Responsibility (CSR) in the way UBL does business which inter alia includes giving back to the nature, environment and communities, treating its stakeholders and public at large with respect and dignity.

At UBL, as part of a long term sustainable effort towards CSR the organizational processes have been aligned. These start right from the human resource practices such as:

1. Having interview sessions specifically focused on CSR for senior business positions in the organization.
2. Implement continuous learning and growth by:
 - encouraging and tracking subject matter experts and deliverables from them, and
 - build CSR as part of KRAs of all business leads through a balanced scorecard approach.
3. Implement CSR as an integral part of business plan as envisaged in the Code of Conduct.
4. Employee participation.

Towards this end, we at UBL:

- take special initiatives on CSR innovation within defined boundaries.
- have fresh perspectives on CSR through academia-interaction (trainees being taken from top schools in the country for short term projects on CSR).

We focus CSR efforts primarily in four major areas viz., Primary Health and Welfare, Primary Education, Water Management and Farming Initiative. We have a CSR policy documented which lays down clear guidelines for undertaking comprehensive Social Development Programs under the four categories in the identified areas.

UBL cares strongly about investing in future and hence our attachment with the education sector has been strong. Not only basic education, but also providing educational aids and the daily catering needs of children are covered, thereby contributing towards the development of underprivileged children in its own humble, yet effective way.

UBL Kalyani has been working progressively with the visually challenged kids of Anne Sullivan Institution for the Sightless, imparting vocational training and conducting motivational programs.



Primary school refurbished in Nanjangud, Karnataka.



Distribution of uniforms and stationeries in a local school in Dharuhera

Apart from these, we have been actively involved with primary schools from distributing uniforms, organizing mid-day meals to providing vocational training to students with special needs. We also support needy students by providing them with nutritional supplements, in addition to supporting mid-day meal schemes. Modernization of education through teaching aids and academic tools are of key priority. Efforts are also being made towards enrolling and retaining maximum number of girl students in Chopanki. Financial support to needy students of Palakkad, maintenance of school premises in Ludhiana, Nanjangud and Chopanki, mid-day meal schemes in Cherthala, providing teaching aids, stationeries, uniforms etc. to schools in Mallepally, Mangalore, Kuthambakkam, Aurangabad, Dharuhera, sponsorship of teachers' fees in Mallepally and Chopanki are some of the key initiatives we have undertaken this year in the field of Primary Education.

UBL, Chopanki has been recognised and honoured for its CSR efforts by the Government of Rajasthan. The prestigious "Bhama Shah" award was presented to UBL, Chopanki in 2013.

The objective of our Primary Health initiatives under CSR is to foster good health and to make primary health care more accessible and affordable. In Nelamangala and Palakkad, needy families in the vicinity benefit from the free medical dispensaries of the units.

Regular medical camps are being organised in Taloja, Ponda, Srikakulam, Kuthambakkam, Mangalore, Aurangabad and Kalyani where free consultation and medicines are provided.



A health camp in Kalyani.



Health camp for women in Ponda.

Our brewery in Aurangabad also sponsors free medical check-ups, pathological tests, and doctor's fees for treating students of the local primary school. Our unit in Khurda gave shelter to local families affected by cyclone by providing them with tarpaulins. This prevented health hazards and was highly appreciated by the local community.

For an industry like ours which is heavily dependent on water, the necessity to conserve it is crucial not only from socially responsible perspective but also from business viability perspective. Our efforts also include building and maintaining water tanks for providing clean drinking water in schools and villages in Mallepally, Nanjangud, Khurda and Ludhiana. UBL has constructed underground pipelines and water storage facility in Srikakulam which serves almost 250 households, and also a 10,000 liters overhead tank and distribution network in Nelamangala that caters to almost 600 families. Rainwater harvesting projects have been undertaken in Khurda, Chopanki, Nelamangala, Aurangabad and Palakkad units. The Company also provides clean drinking water to the community in Mangalore, Khurda and Aurangabad.



UBL-Khurda supplies drinking water to nearby villages during summer under the Jeevandhara project.

UBL had anticipated years ago that barley cultivation in India may fail to meet the demand for malting having regard to the growth of beer industry. Therefore UBL embarked upon barley R&D not only to enhance cultivation of Barley, but also to improve its availability for malting, arrest decline in barley growing areas by developing high yielding varieties and to make barley a profit yielding competitive crop.



Barley cultivation initiative.

UBL therefore collaborated with various agricultural research institutes and developed high yielding varieties of barley suitable for Indian conditions after years of extensive research. In an endeavour to empower the farmers, we have entered into a collaborative research programme for barley with the Directorate of Wheat Research, Karnal and Punjab Agricultural University, Ludhiana for development of high yielding barley varieties in Punjab, as well as at a national level.

To evaluate the present production technology and to transfer advanced technology to farmers, UBL has tied up with ITC's Agricultural Division and have conducted over 600 demonstrations to prove higher yield of improved varieties of barley in Punjab, Haryana, Rajasthan, and Uttar Pradesh. UBL also sponsored the development of DWR UB52 variety having superior quality grains. In this initiative, UBL also assists barley growers to sell their produce to customers where UBL protects barley growers by assuring minimum selling price announced by the Government of India to farmers which instils confidence amongst them as the same is driven by productivity. In addition to cultivation, UBL is also involved with the farming community to improve the income of the farmers by:

- supply of superior quality seeds at subsidised rates
- educating farmers in timely cultivation practices.

Our brewery in Mallepally distributed VJM-315 variety barley seeds and also passed on the Standard Operating Procedures (SOP) to the local farmers in the Medak district. The brewery also organised farmers meet to interact with the farmers and extend barley cultivation in the area.

5. Human Rights

Human rights are basic standards aimed at securing dignity and equality for all. They are universal standards that express the “recognition of the inherent dignity and of equal and inalienable rights for the entire humanity laying the foundation of freedom, justice and peace in the world.”

In recent years, many have stressed that companies are important “organs of society,” and have sought to clarify the role of business in relation to these human rights.

Our management takes care to ensure leadership, good governance, processes, and the practice of human values in every interaction. We comply and adhere to all the human rights laws and guidelines of the Constitution of India, national laws and policies.

We treat all stakeholders alike with respect and dignity. We have not received any complaints of human rights violations during the reporting period.

UBL utilises both natural and manmade resources in an optimal and responsible manner. The company is committed not just towards profitable growth, but also towards leaving a deeper imprint on the society as a whole. We have been continuously redefining, reinventing and recharging ourselves for global best practices implementation. We have been recognized and rewarded for such multiple initiatives related to our focus on People and the Planet by various national and international forums.



Mr. Satish Bhat receiving the award on behalf of UBL-Mallepally.

The validation of successful implementation of Sustainable practices is in the ‘Say’ from our customers, partners, employees and external third parties. Frost and Sullivan recognized our Mallepally unit as a ‘Challenger’ in the Green Manufacturing Excellence Summit, based on our proven experience, expertise and capability in identifying and mitigating sustainability risks with a clear focus on the process of risk identification in environment, social, resources, regulatory areas. With scores higher than the 2013 average on all critical areas like Energy, Water, Materials, Emissions, Effluents, Green Supply Chain, etc, this recognition is just one of those that validates our commitment towards Sustainable practices.

6. Environment

Water

Water has been an area of focus for the management as around 95% of the product is nothing but water. Thereofre, various projects to improve water quality and its availability in the vicinity of its breweries have been accomplished. All the water usage areas are monitored, measured and mapped against world class breweries. UBL follows a **4R** approach as under:

1. Reduction of consumption – installation of sophisticated equipment, modification of processes and strict supervision has led to a drastic reduction in the water consumption.
2. Recycle and Reuse – reduction of the key pollutants like yeast, trub TDS etc. reduces the load on ETP. Waste water is used for Agriculture. UBL has also collaborated with Agricultural Universities for cultivation of identified crops with waste water from the brewery and irrigation of select soil. Many of the UBL breweries have been using ETP treated water to grow crops like banana, sugar cane, coconut, brinjal etc. inside the brewery premises. We also organise programs from time to time to make the local farmers aware of.
3. Recharge and Redistribute Excess Water – rainwater harvesting has become an important tool in water conservation. UBL has actively participated in and encouraged rainwater harvesting in most of its breweries viz., Chopanki, Palakkad, Kuthambakkam, Nelamangala, Mangalore. The rainwater collected is redistributed amongst the community adjacent to the brewery to cater to their water requirement and hence improve their quality of life.

Emissions, Waste & Effluents

UBL has been focussing continuously on alternate methods for reducing energy consumption and energy saving across its Units for reduction of carbon emission. All the major effluents, waste and emissions are regularly monitored and are well within permissible limits. The broken bottle waste is recycled through authorized agencies. There is a robust system defined for stage wise monitoring of bottles breakage and efforts are aligned to reduce its generation by modifications/control in equipment.

In this direction, UBL has undertaken following initiatives:

- UBL has commissioned a green power project at its unit located at Nelamangala, Bangalore, for generation of electricity through spent grain. This is under Clean Development Mechanism (CDM) and we are looking forward to environmental benefits in the form of carbon credits through the implementation of this green power project.
- UBL has introduced renewable energy technology of biomass boilers and has replaced oil fired boilers with briquette fired boilers. We are in the process of CDM declaration for carbon credit.
- Installation of solar energy based street lighting and lower carbon generating LED lights.
- Heat recovery mechanism.

UBL has set itself aggressive targets on reducing specific energy consumption (as well as controlling energy cost) across its Units. The manufacturing team continues to reduce energy use by 5–10%, through efficiency improvements and innovative solution/technologies. UBL is proud to mention that all but one of its breweries use biomass/agri-waste boilers for generating steam, as part of its campaign to progress renewable energy. Several breweries have now begun recovering heat from wort boiling. A major innovation is the ground breaking project on generating electricity from spent grain through a methane generating project developed by an Indian Professor, which is currently in use.

Occupational Health & Safety

Emergency equipment (first aid box, safety showers, fire extinguishers, etc.) have been located across factories and well maintained. Employee awareness about emergency situation is good, and they are continuously trained through drills and workshops. Emergency evacuation plan has been deployed. Safe assembly points are identified in every brewery and visitors are given a safety briefing and basic Personal Protective Equipments (PPE) before entering the brewery premises.

UBL has set its sights on certifying all its operational locations with the Integrated Management system for overall occupational Health, Safety and Environment. Several units of UBL for e.g. Nanjangud, Mallepally and Kuthambakkam have been accredited by TUV NORD for such initiatives. This standard is the foundation of the overall health, safety and environment framework of UBL.

All our breweries have been designed using eco-friendly construction materials and principles of design and technology selection have been made to reduce energy consumption by applying green manufacturing principles. Many of our breweries have developed a green belt around them by planting trees.



Celebrating World Environment Day at UBL-Dharuhera.

UBL Palakkad received the second prize from Kerala State Pollution Control Board for pollution control under the Large Scale Industries Category on June 2013. The unit has made substantial efforts in the areas of pollution control, water purification, recycling and conservation, conversion of by-products into nutritive cattle and poultry feeds and green belt development.



Mr. A Balaji receiving the award on behalf of UBL-Palakkad

7. Policy Advocacy

Being a market leader in the beer industry, UBL is a member of All India Brewers' Association (AIBA) which voices concerns of the beer industry with the Government, media and other sectors of society.

AIBA plays an important role in representing the beer industry for various policy advocacy in consultation with the trade and industry chambers and other Government departments while framing guidelines, rules etc. We are part of a coalition that is determined to take leadership in creating, sharing and adopting best practices that will enable the creation of a positive movement towards the achievement of the human goals of sustainability and wealth creation.

8. Inclusive Growth

UBL supports inclusive growth and equitable development. UBL engages with the community in which it operates to promote their overall wellbeing and help them with their livelihood.

For instance UBL has empowered the farmers who grow UBL developed high yield barley with an assured price irrespective of the market price. The farmers therefore have a prior knowledge about the return before sowing the crops irrespective of market fluctuations. Barley being a hard crop requires 50% less water than wheat which also suits farmers having meagre irrigation facilities. This has also helped farmers to bring more area under cultivation which otherwise used to be left uncultivated due to water shortage.

Barley is a saline tolerant crop. Salinity is a major problem in some belts where soil is becoming saline due to use of excessive chemical fertilizers and water use. Presently the UBL variety barley - VJM 315, is a preferred variety in the saline belt. Barley requires less fertilizer than wheat which saves the cultivation cost for the farmers. Thus UBL with its farming initiative has not only encouraged barley cultivation with good returns but also transferred the technical knowhow free of cost to the farmers in about 20 districts in North India.

Our diversity focused initiatives where feasible and applicable, have been pointed out earlier in this document as part of our focus on inclusive growth.

9. Customer Value

UBL has superior understanding of consumer needs and develop its products to fulfil their needs and serve them better. We are committed to achieve business success with integrity. We are honest with consumers, with business partners and with each other. We work together on the principle of mutual trust and transparency in a boundary less organisation. We are intellectually honest in advocating proposals, including recognizing risks.

UBL has been ranked 60th amongst the top 100 most innovative and growing companies in the world by Forbes magazine. It is among top 4 Indian companies on the list. This is a reflection of the ratings / views of investors, analysts and other stakeholders on the basis of value of our existing business and expectations of future innovative results.

In recognition of its customer value Kingfisher Beer has been recently ranked among India's top ten breakaway brands that dominate their product category based on Brand Asset Valuator survey conducted by Rediffusion-Y&R. Kingfisher also stands as one of the top 10 brand recalls in the minds of the customers/consumers in the country.

Beer brands manufactured and marketed by UBL have always been recognized for their international quality and have been bestowed with various awards for their quality year on year.

UBL received an International Award at the World Beer Award 2013 where "Kingfisher Strong" was awarded "Asia's Best Strong Lager 2013".

All UBL, products have to pass stringent quality test by its very able Quality Assurance Team before they reach consumers. UBL products do not just follow the law of the land when it comes to labelling, but go further and seek to inform consumers about the various ingredients, their proven clinical benefits and educate them about the shelf life of products through the label. We have a robust grievance redressal mechanism in place. An active Consumer Cell phone number, email address and postal address are also provided on the packs for consumers to contact UBL for any clarifications, queries or complaints.

UBL has joined hands with local firms to ensure speedy and safe disposal of its waste and products/containers.



Asia's Best Strong Beer