



BREW A BETTER INDIA

SUSTAINABILITY REPORT FY 2024-25

Inside this report

Governance

Executive pour : In Conversation with our Chairperson	03
Executive Pour: Insights from our Managing Director	04
Our story of purpose and pints	05
Steering the craft	06
Corporate governance	06
Business ethics	06
Risk management	06
Data security and privacy	06
Our impact in every pour	07
Raising the bar on sustainability	08
Brewing environmental impact	09
Transitioning to net-zero carbon	10
Moving towards circularity	11
Healthy watersheds, thriving ecosystems	12
Brewing social good	13
A diverse & inclusive workplace for every voice	14
Fair practices, safe spaces	15
Strengthening community relationships	16
Brewing responsible choices	17
Enabling informed choices	18
Partnerships to address harmful use	18
Making moderation cool	18
Crafting a sustainable future	19
Annexure	20

About the report

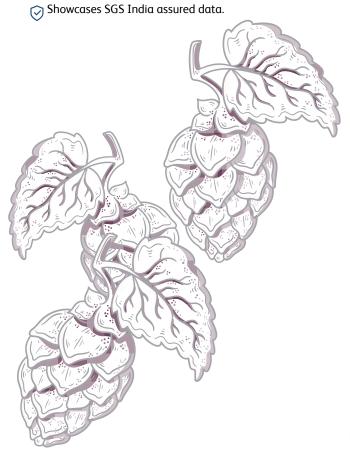
This FY 2024-25 Sustainability Report presents a comprehensive overview of UBL's sustainability strategy, Brew a Better India. This Report has been prepared with reference to the Global Reporting Initiative (GRI) Universal Standards 2021 and outlines progress across non-financial indicators.

Reporting boundary and period

This Report covers UBL's operations and activities across 21¹ owned manufacturing locations in 13 Indian states, 56 offices, and the corporate headquarters at UB City, Bangalore, Karnataka, India. It highlights our sustainability ambitions, initiatives, and progress during the period - April 1, 2024, to March 31, 2025.

External assurance

Selected Key Performance Indicators (KPIs) for FY 2024-2025 have been assured by SGS India Private Limited. The reasonable assurance report and conclusions are provided in the Annexure section of this Report.



¹Out of 21 (twenty-one) owned manufacturing plants, 3 plants at Mangalore, Patna and Cherthala are currently not operational.

Governance

Executive pour: In Conversation with our Chairperson

How has United Breweries' sustainability strategy evolved in the last year? What were the key drivers for this shift?

Over the past year, our sustainability strategy has become more focused and integrated. We have shifted to sharper, measurable targets that are grounded in India's socio-environmental priorities. Whether it's enhancing water stewardship, driving circularity, or deepening our social impact — our approach has been to act with purpose and deliver outcomes that matter. The clarity brought by HEINEKEN's global Brew a Better World 2030 ambitions has been a key enabler, helping us prioritise areas where we can drive scalable change.

What were some of the key sustainability milestones achieved by United Breweries this year?

FY 2024–25 was a year of meaningful progress across our environmental and social priorities. We achieved a 100% reduction in Scope 2 emissions, with 98.06% of total energy consumption now coming from renewable sources. Our water efficiency efforts delivered a water intensity of 3.10 kl/kl, and our community water projects generated a volumetric benefit of 77,765 kl. Projects like SAKhEE and Kartavya demonstrate the power of partnerships in enabling impact whether in women's livelihoods or responsible alcohol consumption. Internally, we advanced inclusion by maintaining 21% women in senior management and deepening leadership engagement on fairness and wellbeing.

As geopolitical factors continue to impact companies around the world, how will United Breweries respond to these challenges?

We recognise that sustainability today requires agility, resilience, and foresight. Climate disruptions, shifting regulations, and evolving social expectations demand that we stay responsive without losing sight of long-term goals. At UBL, this means strengthening local sourcing, investing in sustainability and maintaining close collaboration with communities, governments, and partners. Our ability to balance global vision with local relevance has always been our strength, and it continues to quide us through uncertainty.

What is your vision for United Breweries' sustainability strategy going forward, to 2030?

Looking ahead, I see UBL becoming a benchmark for sustainability in India's beverage industry not just in terms of targets achieved, but in the way we engage, innovate, and lead. Our focus will remain on advancing our Brew a Better India ambitions: reaching net-zero operations, closing the loop on waste, restoring water ecosystems, and building a workplace that reflects diversity, fairness, and care. I'm confident that with the energy of our people and the clarity of our goals, we're brewing more than great beer—we're brewing long-term value for all.



Geetu Gidwani Verma Chairperson, CSR & ESG Committee

Executive Pour: Insights from our Managing Director

UBL adopted new sustainability targets this year. How are these reshaping the company's long-term priorities and operational decisions?

The new targets have brought sharper focus and accountability to our sustainability agenda. We no longer view sustainability as an add-on; it is now embedded into how we make both strategic and operational decisions. Clear goals have helped align capital planning, site-level priorities, and supply chain engagement around outcomes that matter most, such as improving water security, scaling renewable energy, and deepening social investments through our CSR initiatives.

They also help us focus on areas where we can lead. With Heineken's Brew a Better World 2030 ambitions as our compass, we have tailored our roadmap to India's context by driving water resilience where it is needed most, investing in sustainable technologies, and expanding reuse and recycling systems. These targets are not just directional, they are reshaping how we define value and progress across the business.

What strengths make United Breweries well-positioned to navigate today's sustainability challenges such as climate impact, regulatory shifts, and evolving consumer expectations?

Our biggest strength lies in combining global expertise with local responsiveness. As part of the HEINEKEN network, we benefit from robust frameworks, technical know-how, and peer learning from across markets. At the same time, our local teams deeply understand the unique environmental and social context of India.

This dual lens helps us respond quickly to changing regulations, build strong community partnerships, and design solutions that are both relevant and scalable. Whether it's accelerating our transition to renewables, managing water stress, or expanding returnable packaging, we act with agility, backed by a clear sense of purpose and long-term vision.

Where do you see the biggest opportunities for UBL to lead in Sustainability?

There's a real opportunity for leadership in areas where business impact and environmental outcomes intersect. For us, that starts with water and circularity. With several of our breweries located in water-stressed regions, we are scaling water balancing and watershed projects that benefit both our operations and the communities we serve. These interventions go beyond efficiency, they help build long-term resilience in critical geographies.

In circularity, we are making strong progress in packaging reuse and recyclability. With 71% of our volumes sold in reusable formats and 99% of our packaging recyclable by design, we're well on our way to creating a closed-loop packaging system. These efforts not only reduce waste but also offer a tangible connection to consumers and communities, creating shared value and sustainable growth.

What bold moves or strategic shifts are you excited about as UBL looks toward 2026 and beyond?

What excites me is the increasing alignment between what's good for business and what's good for the planet. We are investing in areas that build long-term resilience, like scaling renewable energy, accelerating water balancing in high-stress locations, and advancing circularity in our packaging and operations.

Equally important is the cultural shift we're seeing within the company. Sustainability is becoming a shared mindset, not just a functional priority. That energy, combined with strong governance and a focus on innovation, will help us scale impact and create lasting value across our value chain.



Vivek Gupta
Managing Director &
Chief Executive Officer

Who We Are Governance Sustainability in Action Environment Social Responsible Future Outlook

Our story of purpose and pints



The largest beer company in India



Over 100
years of
brewing
excellence



21 breweries



Operations in **50** international markets

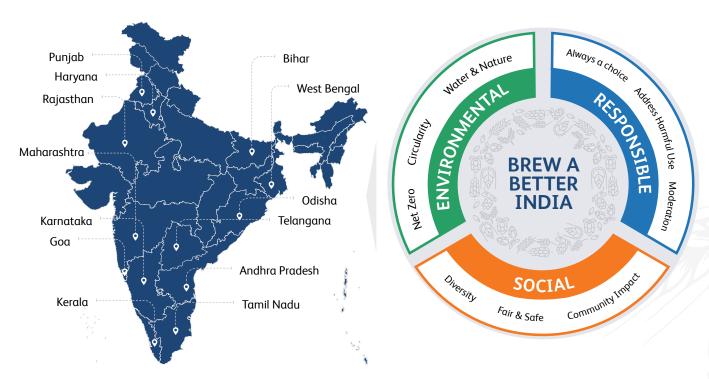


1,441 permanent employees



INR 194,008 million total revenue in FY 2024-25

Our brewing grounds



Our Brew a Better India (BaBI) strategy is as compact and impactful as the coaster it fits on. Aligned with HEINEKEN's Brew a Better World vision, BaBI is structured around three pillars and nine ambition areas, each tied to tangible, measurable goals. It is the cornerstone of our sustainability strategy — shaping our ambitions, addressing India's unique sustainability challenges, and driving meaningful change.

With bold targets across key areas, we are strengthening our focus on transparency, accountability, and governance. Through an effective Speak Up framework, zero-tolerance approach to bribery and corruption, and robust human rights due diligence, we uphold high ethical standards.

This year, we further sharpened our approach and updated our targets to maximise circularity and enhance sustainability performance. BaBI continues to guide our journey, transforming ambition into action and setting the course for long-term impact.

Who We Are Governance Sustainability in Action Environment Social Responsible Future Outlook

Steering the craft



Corporate Governance

Our approach to sustainable governance goes beyond regulatory compliance. We proactively implement strategic initiatives aimed at enhancing long-term shareholder value. Our Board of Directors plays a leading role in the Sustainable Governance Body by supporting and upholding the core foundations of our way of working.

By fostering a culture of openness and ethical conduct, the Board ensures that the Company's operations meet the highest standards of governance. Additionally, the Managing Director/CEO oversees UBL's sustainability initiatives and business operations, with support from our Management Team (MT) sponsors across departments. This body is responsible for embedding sustainability considerations into the decision-making processes. It collaborates across departments to identify and address sustainability risks and opportunities, including setting goals, monitoring progress, and developing policies.



Business Ethics

We emphasise the importance of a robust compliance monitoring system, meticulously overseen by our Board of Directors, to uphold the highest standards of ethical conduct and legal compliance. Our comprehensive approach is built on a foundation of clearly defined policies, procedures, and controls, designed to ensure strict adherence to applicable laws, regulations, and industry standards. To support this, we have implemented targeted training programmes to equip employees with the knowledge and skills required to navigate a complex regulatory landscape. These programmes are further supported by rigorous internal audits and external assessments, which play a critical role in the continuous evaluation and enhancement of our compliance practices.



Risk Management

At UBL, we proactively identify, assess, and mitigate risks across all facets of our operations, recognising that effective risk management is essential for achieving sustainable and balanced growth. Our Risk Management Committee plays an integral role in addressing emerging challenges related to sustainability factors. By leveraging advanced analytics and scenario planning, the committee conducts comprehensive periodic reviews. Our dynamic risk management process is designed to provide flexibility and responsiveness, allowing us to navigate a complex and ever-changing landscape with confidence. By enabling swift adaptation to changing conditions, this framework supports our ambition of sustainable growth while safeguarding the interests of our stakeholders.



Data Security and Privacy

Protection of consumer data and privacy is fundamental to maintaining and strengthening stakeholder trust. We demonstrate our focus on data security through the implementation of cutting-edge Information Technology Management Systems and robust Cybersecurity Protocols, designed to prevent unauthorised access and mitigate potential breaches. Our Cybersecurity Framework aligns with global standards, such as those set by the National Institute of Standards and Technology (NIST), ensuring that our practices meet internationally recognised benchmarks for data protection. Complementing this technical foundation, our comprehensive Privacy Policy is crafted to provide strong safeguards against vulnerabilities while respecting and upholding the privacy rights of individuals. We invest in regular training programmes to empower our employees with the knowledge and skills necessary to navigate the complexities of data protection effectively. As we continue to prioritise data security and privacy, we have received zero complaints related to consumer data breaches.



Governance and sustainability are rooted in integrity and guided by impact. At UBL, we are building systems that anchor our ambition in accountability and drive progress with purpose.

Garima SinghDirector – Corporate Affairs





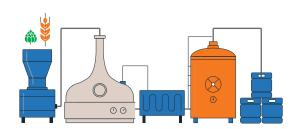
Agriculture

- 17% of the total barley procured, is through the Kissan Unnati (collaborative farming) programme
- 7,898 farmers are part of the Kissan Unnati programme



-< Brewing

- 1,277,496 kl of beer produced
- 1,441 total employees, of which 25.1% are women
- 15.52% of the total gross wages are paid to women employees
- INR 116.95 million spent on wellbeing initiatives, accounting for 0.06% of total revenue
- 89,319 hours of learning & development sessions conducted
- 48% of all executive hires in the FY were women
- **33.78**% of the jobs created during the FY were for semi-urban and rural areas 🕢





Packaging & distribution



- 6,560 suppliers and vendors across the value chain
- 93% of input materials are directly sourced from within India 🕢
- 34.74% of input materials have been directly sourced from MSMEs 🕢



Customers

- 99.7% of grievances resolved during FY 2024-25
- 26 products in the portfolio





Community and other stakeholders



- INR 80.42 million spent towards Corporate Social Responsibility (CSR) initiatives
- Over 32,000+ lives impacted through CSR programmes
- INR 1,188 million paid in Direct Taxes
- INR 14,072 million paid in Indirect Taxes



Raising the bar on sustainability

Environmental

Governance

Reach net zero carbon

Goals:

- Reach net zero in scope 1 and 2 by 2030
- Reach net zero across our value chain by 2040

Progress:

Scope 1 and 21: 5389.81 MTCO2e



-93.68%

reduction vs 2022 baseline

Maximise circularity

Goals²:

- 43% of volumes sold in reusable format by 2030
- 50% recycled content in bottles & cans by 2030
- 99% of all packaging is recyclable by design by 2030

Progress:

71%



Volume sold in reusable format

35-50%

Recycled contents in bottles



Recycled contents in cans





Packaging recyclable in design

Towards healthy watersheds & nature

Goals:

- Reduce average water usage to 2.6 hl/hl in water-stressed areas, and 2.9 hl/hl in other areas by 2030
- Fully balance water used in our products in water-stressed areas by 2030

Progress:

■ Average water usage across breweries is 3.1 kl/kl 🕢

Social

Embrace diversity, equity & inclusion

Goals:

- Gender balance in senior management 30% women by 2025 and 40% women by 2030
- Continue assessments and actions towards achieving equal pay for equal work

Progress:

Women in senior management

21%





Continue to ensure equal pay for equal work

A fair & safe workplace

Goals:

- Continue to confirm 100% of our employees earn at least a fair wage
- Create fair living and working standards for third party employees and brand promoters
- Shape a leading safety culture to drive zero fatal accidents and continue reduction in injury rate

Progress:

100%



Employees earn at least a fair wage



Zero Fatalities

Positive impact in our communities

Goal:

A social impact initiative every year

Progress:



Project SAKHEE advances women empowerment in marginalised communities and has benefitted over 380 lives.

Responsible

Always a choice

Goals:

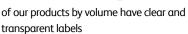
- A zero-alcohol option for one strategic brand by 2025
- Clear and transparent consumer information on 100% of our products by 2024

Progress:



Heineken® 0.0

75%



Address harmful use

Goal:

 A partnership to address alcoholrelated harm every year

Progress:



Project Kartavya promotes positive behavioural change among citizens regarding road safety, including the dangers of driving under the influence of alcohol.

Make moderation cool

Goal:

 10% of Heineken® media spend invested every year in responsible consumption campaigns

Progress:

 10% of Heineken®'s media spends was invested in driving 'When You Drive, Never Drink' campaign in the Indian market

Baseline year for all our ambitions is FY 2022. Net zero is defined as minimum 90% emission reductions by the Science Based Target initiative (SBTi) Corporate Net Zero Standard.

¹The total scope 2 emissions for the year are 65,513.56 Metric tons of CO2 equivalent. The company purchased IRECs (International Renewable Energy Certificates) of 173.7 GWh for the period April 2024- March 2025. As a result, net Scope 2 emissions for FY2024-25 are zero.

²In alignment with the global HEINEKEN circularity ambition, we have updated our targets under 'Maximise Circularity'. This marks a clearer articulation of our circularity and packaging goals, aligning timelines with the global strategy and ensuring long-term feasibility across markets.

BREWING ENVIRONMENTAL IMPACT

While mitigating carbon emissions through science-backed targets is key to our environmental strategy, it is not the only priority. We integrate environmentally conscious practices such as circularity and waste management, responsible agriculture practices, and innovative water conservation throughout our value chain — from barley fields to beer bottles.









In this section

Transitioning to Net Zero Carbon

Moving Towards Circularity

Healthy Watersheds, Thriving Ecosystems



100% reduction in Scope 2 carbon emissions from FY 2023-24 🕏



77,765 kl potential annual volumetric water benefit created



3.1 kl/kl of water intensity 🕢



98.06% of total energy consumption comes from renewable sources 🕏



Source Vulnerability Assessments (SVAs) completed



99% of all packaging is recyclable by design



Our environmental ambition is clear. We aim to operate with less impact and lead with greater intent. Every step we take in water stewardship, energy transition, and circularity drives efficiency, resilience, and long-term value.

Wiggert Deelen Senior Director- Supply Chain

Transitioning to net zero carbon

Our path to sustainable brewing is fuelled by transitioning to renewables, emission management and strong roots in climate-resilient agriculture. Cheers to a more sustainable tomorrow – crafted today.

This year, we made significant progress in decarbonising operations, reducing Scope 1 and 2 emissions by 61.02% compared to last year, and achieving 98.06% renewable energy use - through sustained investments, local implementation, and strategic partnerships. These results underscore our early mover advantage and reinforce India's role as a key contributor to HEINEKEN's global ambition of reaching net zero carbon emissions in production (Scope 1 & 2) by 2030 and across the value chain by 2040.

Our journey so far



-ever 1

Scaling process optimisation across sites

We continued to invest in reducing primary energy demand across our sites. Through enhanced heat recovery systems, condensate reuse, and technology upgrades, we reduced thermal losses and improved steam efficiency. Breweries are embedding energy KPIs into daily routines, supported by training and performance tracking to drive sustained improvements. Targeted efficiency investments with <3-year payback periods ensure operational and financial resilience.

Smart, sustainable thermal energy

In FY 2024-25, over 98% of our thermal energy came from renewable sources such as paddy husk, briquettes, and pellets, with biomass accounting for more than 73% of our total energy consumption. All our breweries have now transitioned to renewable thermal sources, with fossil fuels used only as a standby in rare cases like seasonal restrictions. Looking ahead, we plan to further reduce our carbon footprint by transitioning to batteryoperated forklifts across all sites next year.

Lever 2



Lever 3

Expanding renewable electricity access

Renewable electricity grew significantly to 24.2% of our total energy mix, up from 8.8% last year. We achieved this through a blend of rooftop solar installations, open-access Power Purchase Agreements (PPAs), and International Renewable Energy Certificates (iRECs).

Connecting locally, sourcing sustainably

Through our 2R Barley cultivation initiative. we bolster climate resilience for 7,898 Indian farmers by enhancing food security, offering training in sustainable agriculture, and boosting local adaptive capacity. Under our Kissan Unnati programme, 17% of barley—a key ingredient in our operationsis sourced directly from these farmers. Direct collaboration with farmers and local suppliers enhances transparency, traceability, and local economic growth, promoting responsible consumption.

Lever 4





Spotlight

Green revival – from concrete blight to lush life

Supported by Maharashtra Industrial Development Corporation (MIDC), our 'Project Oxygen Zone' has transformed a former dump yard into a 4.94-acre thriving urban forest. This was implemented using the Miyawaki technique, planting 50,000 trees from over 80 native species with a 90% survival rate. It includes advanced water conservation measures, such as a 2-lakh-litre water storage pond and a deep trench. The project has created a habitat for biodiversity and enhanced environmental quality for nearby communities.

"This area had become a dumping yard, but with the implementation of the project, it has been transformed into a beautiful space for people and a habitat for biodiversity."

- Rahul Rajendra, Community Member, Maharashtra



Moving towards circularity

Sustainability in Action

We are embedding reuse, recyclability, and recovery into our packaging system closing the loop for long-term value and impact.

At UBL, circularity is more than waste management, it's how we future-proof our packaging and operations. Aligned with HEINEKEN's 2030 ambition, our circularity strategy focuses on maximising reuse, increasing recycled content and designing for recyclability. In FY 2024–25, we strengthened our returnable glass bottle system, advanced packaging innovation, and recovered over 92% of the waste generated. Our packaging continues to lead the way, with 71% of our volumes sold in reusable formats and 99% of our packaging recyclable by design.

Building a circular tomorrow

Governance





Scaling reusable packaging **formats**

Returnable glass bottles (RGBs) made up 71% of total volumes in FY 2024-25. Return rates ranged between 45-93% across markets, reflecting variation in infrastructure and collection systems. To strengthen reuse, we expanded our collector network, piloted full-forempty trade models, and continued to support policy reforms such as Deposit Return Schemes (DRS) that promote structured and scalable recovery. We aim to achieve an 80% return rate by 2030.

Increasing recycled content in packaging

We are progressing steadily towards our 2030 goal of 50% recycled content in bottles and cans. As of FY 2024-25, our packaging includes 35-50% recycled content in bottles and 85% in cans. We continue to collaborate closely with suppliers to ensure traceability, compliance, and availability of highquality post-consumer recycled materials.

Lever 2



Lever 3

Designing for

recyclability

We remain ahead of our 2030 target, with 99% of all packaging already recyclable by design. In FY 2024-25, we continued to phase out hard-to-recycle components and worked with suppliers to improve material traceability. Our design decisions are guided by functionality, circularity, and alignment with India's evolving EPR² regulations.

Diverting operational waste from landfill

In FY 2024-25, we generated 286.111 MT of waste, of which over 92% was either recycled or reused. Landfilling was limited to just 8%, with zero incineration. We achieved a waste intensity of 0.22 MT/kl, supported by strong vendor partnerships and on-site segregation. Our focus remains on maximising recovery and reducing waste at source.

Lever 4





Spotlight

Waste to opportunity, action to impact

At UBL, we exemplify the power of collaborative, community-focused efforts in addressing waste management challenges. By enhancing waste processes and empowering women, we aim to not only contribute to environmental sustainability but also foster social development. Some of our key initiatives are as follows:

Bin it better

Launched in collaboration with the Goa Waste Management Corporation and the Goa State Pollution Control Board, this initiative addresses waste management challenges faced by local communities. The project streamlines the waste supply chain including collection, segregation, and disposal while promoting social empowerment through upskilling and formal employment opportunities for women in Ponda, Goa.

Waste collection drives

Employee volunteering has played a vital role in encouraging community involvement. Over the past year, more than 60 colleagues dedicated over 88 hours to waste collection drives across Maharashtra and Kerala. These efforts were organised to coincide with Daan Utsav, underscoring the importance of community service and environmental stewardship.

²Extended Producer Responsibility







Healthy watersheds, thriving ecosystems

We are actively safeguarding water from source to sip with innovation stewardship, efficient wastewater management and investments in water conservation. Every drop counts and we are making each one matter.

At UBL, we continue to prioritise water stewardship across our operations and communities. With over two-thirds of our breweries located in water-stressed areas, our approach focuses on efficiency, balancing, and community access. This year, we deepened our investments in high-risk sites, advanced technology adoption for water reuse and expanded watershed restoration through CSR. Our water strategy is built on long-term resilience for our business, for communities, and for the ecosystems we depend on.

Championing watershed health

Governance





Advancing water efficiency across operations

We continued to prioritise water efficiency across our breweries, achieving an average water intensity of 3.10 kl/kl in FY 2024–25. Guided by SVAs, brewery-level action plans focused on optimising high-use processes and adopting advanced technologies.

Strengthening water balancing at priority sites

Water balancing remains a core pillar of our water strategy, especially in India's water-stressed regions. In FY 2024–25, we advanced two site-level balancing projects focused on groundwater recharge and watershed restoration. Guided by SVAs, our efforts prioritise high-risk sites and align with community needs, ensuring long-term water security

Lever 2





Enabling community access

Through CSR, we implemented 8 water projects across 6 states, supporting water conservation, recharge, and sustainable use. Tailored to local needs, our watershed interventions and access to safe drinking water project, delivered a potential 77,765 kl of annual volumetric water, benefitting over 7,400 people.

Enhancing water circularity in operations

We deployed advanced technologies to increase water recovery and reuse across sites. CCRO³ systems achieved 96% and 90% recovery in water and wastewater treatment, while new projects enabled the reuse of reject water and boiler condensate in bottle washer rinsing. ZLD⁴ and Reject Management Systems continue to support circular use by reducing freshwater draw and maximising internal reuse.

Lever 4





Spotlight

Advancing water stewardship in every sip

Jal Unnati is a community-based water security initiative focused on improving access to safe drinking water and enhancing groundwater sustainability across 11 habitations in Nanjangud, Karnataka.

Gram Swavalamban advanced sustainable agriculture for 75 farmers in three Rajasthan villages. Support included soil testing, agricultural inputs, land levelling, vermi-compost pit construction, and revitalising a borewell, benefiting over 400 people.

Haritha Samruddhi Phase 3 in Palakkad Kerala revitalised two ponds, built a check dam and two gabion weirs, and maintained five plantation zones, enhancing water availability and supporting biodiversity.

Building on the success of phase 1, Jal Shakti Phase 2 was launched to strengthen water management and farmer resilience. Two renewable energy-powered centres of excellence were established in Sangareddy, Telangana.

The Safe Drinking Water Project was launched in 5 villages of Kalyani, West Bengal. This project installed three safe drinking water systems powered by solar energy and equipped with arsenic filtration.



³Closed Circuit Reverse Osmosis ⁴Zero Liquid Discharge

BREWING SOCIAL GOOD

We strive to build a workplace where people feel safe, valued, and empowered to grow. Our approach focuses on fostering inclusion, promoting fairness, and enabling continuous learning and development. We uphold strong labour practices, prioritise wellbeing, and create opportunities for all. Beyond our workplace, we aim to create positive impact through sustained engagement with the communities we serve.







In this section

A diverse and inclusive workplace for every voice

Fair practices, safe spaces

Strengthening community relationships



21% of senior management comprises women



100% of people managers have completed training in inclusive leadership



15.52% of gross wages paid to women employees 💮



Over 32,000 beneficiaries supported through CSR programmes



INR 80.42 million spent on CSR interventions programmes



Zero fatalities and high consequences work-related injuries *⊗*



A sustainable business starts with people. We believe that a fair, safe, and inclusive workplace is the foundation for innovation, growth, and a stronger connection with the communities we serve.

Kavita SinghDirector-People

A diverse and inclusive workplace for every voice

We build a workplace where all backgrounds, voices and talent come together to create something greater. By breaking down barriers and lifting each other up, we cheer to a future where everyone has a seat at the table.

We recognise that diversity and inclusion enhance workplaces by fostering a welcoming environment and attracting top talent. Through established policies, we focus on employee well-being, development, equal opportunities, inclusive mentorship, and comprehensive training. This year, we restructured our DEI Council to accelerate progress in creating an inclusive, equitable, and psychologically safe workplace. The Council operates through four workstreams—Safety & Security, Emotional Wellbeing, Growth, and Belonging—each led by cross-functional representatives and supported by the People team. This Council leads initiatives on inclusive hiring audits, mentorship programmes for women, safe space conversations, awareness workshops, and employee listening forums.

Crafted by many, united as one

Lever 1



Unlocking employee potential

We empower employees to grow through initiatives like Career Week, which offers development pathways across functions and roles. Programmes such as Ankuran support new joiners with cultural integration, while U-Brew and LEAD offer continuous learning and leadership tools to strengthen manager effectiveness and team engagement.

Closing the gender gap

We continued to advance gender balance, with 25% of our executive workforce and 48% of new executive hires being women in FY 2024–25. We continue upholding equal pay for equal work and increasing representation at all levels. Eight POSH complaints were reported during the year, of which seven were upheld, amounting to 2.08% of our female workforce. All sites maintain active Internal Complaints Committees (ICCs), with mandatory POSH training in place.

Lever 2



Lever 3



Recognising excellence

We cultivate a culture of appreciation by embedding recognition into everyday work through our Recognition Framework, which celebrates outstanding performance. Our MyRewards platform offers structured recognition across four categories: Functional Excellence Awards, **Exemplary Performance** Awards, Stronger Together Appreciation, and Milestone Awards— ensuring a meaningful and equitable celebration of exceptional contributions.

Listening and acting with intent

We place a high value on employee feedback. Through the Climate Survey, Pulse Survey, and regular forums such as CEO Connects, roundtables, and town halls, we stay closely connected to employee sentiments. Feedback is translated into clear actions at both team and organisation levels, with progress reviewed regularly. This approach helps us continuously improve the employee experience and strengthen trust through transparency and shared accountability.

Lever 4





Spotlight

Digital transformation in HR

We have embraced technology to enhance the employee experience and streamline HR processes. Our digital strategy emphasises agility, data-driven decision-making, and self-service capabilities, providing a seamless experience for employees, managers, and HR teams. Over the past year, UBL has successfully integrated digital solutions across the employee lifecycle, reinforcing its position as a forward-thinking organisation.

Empowering by experience:

Through 'MyHR', we empower employees by providing a self-service platform that centralises personal and professional management. This facilitates self-reliance, faster support, and greater transparency.

Operational accuracy:

The deployment of 'MyTime' and 'CLMS' has streamlined HR operations, reduced administrative overheads, and improved data accuracy. This standardisation has aligned HR processes across locations, enhancing control and compliance.

Enabling strategic shift:

By adopting digital platforms like 'MyHR', 'AskHR', 'DocuHR', and 'CLMS', we have freed up HR resources to focus on strategic initiatives such as talent development, workforce planning, and employee engagement—allowing greater contribution to growth and success.

Fair practices, safe spaces

At the heart of every great brew is a team that is treated with respect. We are committed to fair labour practices and a safe working environment, because great beer begins with a great place to work.

At UBL, we believe a safe, respectful, and fair workplace is the foundation of a thriving business. We continue upholding strong safety systems, fair labour practices, and a culture where every employee feels protected, valued, and heard. Our approach goes beyond compliance and embeds behavioural safety, proactive risk management, and wellbeing-focused policies across operations. Safety Committees at each site ensure consistent application of the 5Rs of safety behaviour: Regularly, Recognise, Reward, Rarely, and Reprimand. From in-plant safety to mental health check-ins and inclusive grievance mechanisms, we continue to strengthen how we care for our people.

Creating a foundation of safety and fairness

Lever 1



Hitting the mark on safety excellence

We reinforced key safety metrics, including the Accident Frequency Rate and Accident Severity Rate, expanding coverage across all functions, including Sales and Marketing. A new category, 'Hi-Potential Near Misses' was introduced to improve incident visibility and prevention. Site audits and safety committee reviews ensured consistent implementation of the 5Rs of safety behaviour. In FY 2024–25, we recorded a Lost Time Injury Frequency Rate (LTIFR) of 0.74 for employees and 0.27 for workers, with a total of 9 recordable workrelated injuries and zero fatalities or high-consequence incidents.

Promoting safety for our people and beyond

Through structured Hazard Identification Assessments, we addressed key operational risks including pedestrian-vehicle separation, dock safety, and forklift movement. Our Life Saving Commitment (LSC) safety rules ensure that proactive incident prevention is achieved by learning from failure and strengthening safeguards to protect employees. We also collaborate with contractors and suppliers in our value chain to uphold high safety standards for our extended workforce.

Lever 2



Lever 3



A safe environment to speak up

Preserving integrity, transparency, and fairness is a key priority in our operations. This year, we updated our Code of Business Conduct and rolled out multilingual training to ensure all employees understand their rights and responsibilities. Our SpeakUp policy remains a key channel for raising concerns around misconduct, supported by clearly identified and confidential points of contact across the organisation. We continue to reinforce that speaking up is both safe and encouraged.



Spotlight

Tapping into industry synergy

We have maintained harmonious and constructive industrial relations across all brewery locations over the past year. This was achieved through continuous upskilling and structured engagement with workmen. Development programmes and cross-functional exposure played a key role in preparing a motivated and future-ready workforce.

Culture of shared success:

Implementing productivity-linked incentives has been effective in building a culture of shared success, driving motivation, and fostering collaboration.

Continuous communication

Regular and transparent communication, in collaboration with APRAJITHA—an independent third-party compliance partner—continued to strengthen and monitor labour law compliance across operations.

Upskilling, a business imperative:

We launched Industry Relations trainings for brewery leadership and capability-building programmes for Permanent Workmen in partnership with local ITI colleges, focusing on enhancing technical and behavioural skills.



Strengthening community relationships

Building strong relationships with local communities is a priority at UBL. We work together to drive lasting change by strengthening livelihoods, protecting resources, and fostering a more inclusive future.

At UBL, we believe that thriving communities are essential to sustainable business. Our CSR strategy focuses on creating and executing various initiatives across four focus areas- Environment, Women Empowerment, Community Development and Address Harmful Use. Programmes are co-designed with communities and implemented in partnership with credible non-profits and development agencies to ensure relevance and long-term impact. All projects are monitored end-to-end, from need assessment to impact evaluation. We assess infrastructure quality, participation levels, and outcomes through systematic reviews and third-party assessments, ensuring every initiative delivers measurable progress.

CSR spending across our focus areas



Environment

Women **Empowerment**



Address Harmful Use

5%



5%

Impact Assessment

Admin

SAKhEE⁵

In Khordha and Jatni municipalities, Odisha, we enhanced livelihood opportunities, improved access to finance and advanced women's roles in urban marginalised communities. Last year, we trained over 350 women in entrepreneurship, facilitated credit linkages and supported over 100 women in securing work orders under the MUKTA⁶ scheme. Additionally, 45 women were shortlisted as 'Subidha Sakhis', assisting with government welfare access. The project benefited over 380 lives.

"Under SAKhEE programme, we streamlined our efforts, focused on one product, improved packaging, and started tracking our finances. Today, 'Sunayana Snacks' reflects our hard work-and the support that helped us grow."

- Nayana Behera, President, Narichetna SHG



Development **EmpowerHer**

In Aurangabad, Maharashtra, we upgraded the infrastructure of a women's ITI by providing a 20 kW solar panel and modern training equipment. This will result in estimated annual financial savings of ~INR 2,00,000. We installed interactive smart panels and tradespecific tools to enable hands-on training. We also strengthened faculty capabilities and equipped students with industry-ready skills through training. We positively impacted over 260 lives.

"The support in upgrading machinery, introducing modern equipment, and fostering skill-based training programmes has empowered both students and faculty. The contribution of a 20 kW solar panel has made a significant impact on our sustainability efforts."

– Pandit Mhaske, Principal



Prerna

The project, introduced in Haryana, empowered over 120 underprivileged women by providing skill development training in tailoring and soft skills through two training centres. The aim was to equip these women with the tools needed to enhance their professional capabilities and improve their livelihoods.

"When I came to know about the training centre in my village, I enrolled and began learning sewing. It has given me the opportunity to learn a new skill and become independent in the future."

- Simran, Community member, Haryana



Strengthening and Advancement of women in Khordha by Entitlement and Enterprise; ⁶Mukhya Mantri Karma Tatpara Abhiyan

BREWING RESPONSIBLE CHOICES

At UBL, we promote mindful and moderate alcohol consumption through our products, our campaigns, and our partnerships. We believe that responsibility starts with giving consumers a real choice, supported by clear product information and easy access to non-alcoholic alternatives. In line with our global goals, we continue to invest in awareness campaigns, partner with credible organisations to address alcohol-related harm, and build a culture where moderation is not only possible but aspirational.



In this section

Enabling Informed Choices

Partnerships to Address Harmful Use

Make Moderation Cool



INR 3.72 million

spent on a CSR initiative to address harmful use



66

Promoting moderation isn't just the right thing to do, it's the smart thing to do. As brand custodians, we have a unique opportunity to shape choices, and we choose to do that with responsibility and integrity.

Vikram BahlDirector- Marketing

Enabling informed choices

Governance

We continue to empower consumers to make informed and mindful choices through our zero-alcohol offering, Heineken® 0.0. This non-alcoholic option delivers the same familiar taste without alcohol, supporting moderation for conscious consumers. In line with our responsible marketing code, we updated and implemented the Global Labelling Policy (GLP) across our mainstream brands, covering 75% of our volume. We ensure that all product information is transparent, accurate and compliant with local regulations.

Partnerships to address harmful use

Since 2017, we have directed CSR programmes to promote moderation in alcohol consumption. These initiatives aim to educate communities on the benefits of drinking moderately, knowing one's limits, and understanding when to stop. They also promote non-alcoholic options, encourage consuming food and water alongside alcohol, and strongly discourage drinking and driving. In FY 2024–25, we strengthened our efforts to tackling alcohol-related harm through Project Kartavya – Phase 2 in Uttar Pradesh. This multi-stakeholder initiative focused on awareness and behavioural change.

Making moderation cool

Heineken® continues to lead the way in promoting responsible consumption through its global 'When You Drive, Never Drink' campaign. In FY 2024–25, we ran the campaign across digital media platforms, ensuring that 10% of the brand's media spend supported responsible consumption messaging. Through impactful storytelling and targeted reach, the campaign reinforces moderation as a smart and aspirational choice.



Spotlight

Our 'Kartavya'

Following the successful completion of Phase 1 of 'Kartavya', we have now launched Phase 2 in Uttar Pradesh. This phase focuses on promoting positive behavioural change among citizens regarding road safety. Three driver sensitisation labs have been established at RTOs in Kanpur, Prayagraj, and Aligarh to educate citizens on key road safety practices—including the dangers of driving under the influence of alcohol, the importance of speed regulation, and other critical safety guidelines.





Crafting a sustainable future

United Breweries is moving into FY 2025-26 with greater clarity, and a stronger intent to delivering sustainability at scale. Our journey so far has been about setting the foundation, the next phase is about accelerating impact.

What lies ahead



Governance

Scaling water stewardship:

We will prioritise water balancing at high-risk sites and invest in watershed interventions that deliver shared value for business and community.

Tackling Scope 3:

We will begin mapping and addressing emissions across our value chain bringing suppliers, partners, and logistics into our net zero journey.





Advancing packaging circularity:

We will strengthen return systems, increase recycled content, and reduce dependence on virgin materials to move closer to circularity.

Driving grassroots impact:

From empowering women to enabling access to safe water and fostering moderation, our CSR efforts will continue to be locally rooted and nationally relevant.





Strengthening governance:

With better systems, sharper metrics, and deeper cross-functional ownership, sustainability will remain a central driver of performance and governance.

This next chapter is not just about achieving targets it's about transforming how we grow, operate, and engage. We believe that bold action, grounded in collaboration and guided by purpose, will shape a future-ready business that is more resilient, inclusive, and sustainable. The momentum is building, and we are just getting started.

Annexure

GRI Index

GRI Standard Number	Disclosure number	Description	Section/Subsection Title	Page No
General Disclosures				
	2-1	Organizational details	Sustainability report: Our story of purpose and pints	5
	2-2	Entities included in the organization's sustainability reporting	Sustainability report: Reporting boundary and period	2
	2-3	Reporting period, frequency and contact point	Sustainability report: Reporting boundary and period	2
	2-4	Restatements of information	Sustainability report: About the report	2
	2-5	External assurance	Sustainability report: External assurance	2
	2-6	Activities, value chain and other business relationships	Sustainability report: Our impact in every pour	7
	2-7	Employees	Annual Report: BRSR	107
	2-8	Workers who are not employees	Annual Report: BRSR	107
	2-9	Governance structure and composition	Annual Report: Corporate Governance Report	146
	2-10	Nomination and selection of the highest governance body	Annual Report: Nomination & Remuneration Committee	170
GRI 2 - General	2-11	Chair of the highest governance body	Annual Report: Board of Directors	146
disclosures	2-12	Role of the highest governance body in overseeing the management of impacts	Annual Report: Corporate Social Responsibility/Environmental, Social and Governance Committee	166
	2-13	Delegation of responsibility for managing impacts	Sustainability report: Steering the craft	6
	2-14	Role of the highest governance body in sustainability reporting	Sustainability report: Steering the craft	6
	2-15	Conflicts of interest	Annual report: BRSR	113
	2-16	Communication of critical concerns	Annual report: BRSR	121
	2-17	Collective knowledge of the highest governance body	Annual report: Corporate Governance Report	157
	2-18	Evaluation of the performance of the highest governance body	Annual report: Board Evaluation	171
	2-19	Remuneration policies	Annual report: Remuneration Policy	171
	2-20	Process to determine remuneration	Annual report: Remuneration Policy	171

Statement on sustainable development strategy 2-23 Policy commitments Policy commitments 2-24 Embedding policy commitments Embedding policy commitments 2-25 Processes to remediate negative impacts BRSR Annual report: Steering the craft Annual report: Steering the craft Annual report: BRSR Annual report: BRSR 2-26 Mechanisms for seeking advice and raising concerns BRSR 2-27 Compliance with laws and regulations BRSR 2-28 Membership associations BRSR 2-29 Approach to stakeholder engagement BRSR Annual report: BRSR	5 97 6 108 108 113 132 122
Policy commitments Annual report: Code of Business Conduct and Ethics Sustainability report: Steering the craft Annual report: Steering the craft Annual report: Steering the craft Annual report: BRSR 2-25 Processes to remediate negative impacts disclosures Processes to remediate negative impacts BRSR 2-26 Mechanisms for seeking advice and raising concerns BRSR 2-27 Compliance with laws and regulations BRSR 2-28 Membership associations BRSR 2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements Material Topics	6 108 108 113 132
Policy commitments Code of Business Conduct and Ethics 2-24 Embedding policy commitments Sustainability report: Steering the craft Annual report: BRSR GRI 2 - General disclosures Processes to remediate negative impacts arising concerns Processes to remediate negative impacts Processes to remediate negative impacts BRSR Annual report: BRSR	6 108 108 113 132
2-24 Embedding policy commitments Sustainability report: Steering the craft	108 108 113 132 122
2-24 Embedding policy commitments Steering the craft Annual report: BRSR GRI 2 - General disclosures 2-26 Mechanisms for seeking advice and raising concerns BRSR 2-27 Compliance with laws and regulations BRSR 2-28 Membership associations Annual report: BRSR	108 108 113 132 122
2-25 Processes to remediate negative impacts BRSR 2-26 Mechanisms for seeking advice and raising concerns BRSR 2-27 Compliance with laws and regulations BRSR 2-28 Membership associations BRSR 2-29 Approach to stakeholder engagement 2-30 Collective bargaining agreements Material Topics Annual report: BRSR	108 113 132 122
GRI 2 - General disclosures	108 113 132 122
GRI 2 - General disclosures 2-26 Mechanisms for seeking advice and raising concerns BRSR 2-27 Compliance with laws and regulations BRSR Annual report: BRSR	113 132 122
disclosures 2-26 raising concerns BRSR 2-27 Compliance with laws and regulations BRSR 2-28 Membership associations BRSR 2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements BRSR Annual report: BRSR	113 132 122
2-27 Compliance with laws and regulations BRSR 2-28 Membership associations BRSR 2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements Material Topics Annual report: BRSR Annual report: BRSR Annual report: BRSR	132
2-27 Compliance with laws and regulations BRSR 2-28 Membership associations 2-29 Approach to stakeholder engagement Part of the proof of the pro	132
2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements BRSR Material Topics	122
2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements BRSR Material Topics	122
2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements BRSR Material Topics	
2-29 Approach to stakeholder engagement BRSR 2-30 Collective bargaining agreements BRSR Material Topics	
2-30 Collective bargaining agreements BRSR Material Topics	122
2-30 Collective bargaining agreements BRSR Material Topics	122
Annual Report.	
3-1 Process to determine material topics BRSR BRSR	109
GRI 3: Material Annual Report:	
Topics 3-2 List of material topics BRSR	109
Sustainability report:	
3-3 Management of material topics Steering the craft	6
201-1	7
Financial implications and other risks	
GRI 201 - Fronomic 201-2 and Annual report: Opportunities, Threats, Risks,	93
and Concerns	
Defined benefit plan	
201-3 obligations and other	218
Retirement and other employee benefits retirement plans	210
GRI 203- Indirect Sustainability report:	210
Economic Impacts Significant indirect economic impacts Our impact in every pour	7
Economic Impacts Our impact in every pour GRI 204:	
GRI 204: Procurement 204-1 Proportion of spending Annual report:	
GRI 204: Proportion of spending Annual report:	7
GRI 204: Procurement 204-1 Proportion of spending Annual report: BRSR BRSR	7
GRI 204: Procurement 204-1 Proportion of spending on local suppliers PRSR Our impact in every pour Annual report: BRSR Operations assessed for Annual:	136
GRI 204: Procurement 204-1 Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR	7
GRI 204: Procurement 204-1 Proportion of spending on local suppliers Practices Our impact in every pour Annual report: BRSR Operations assessed for risks related to corruption Statutory Compliance Monitoring Tool	136
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Operations assessed for risks related to corruption Communication and GRI 205: Anti- Our impact in every pour Annual report: BRSR Annual: Statutory Compliance Monitoring Tool	136
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Operations assessed for risks related to corruption Communication and training about anti-corruption policies Annual: Statutory Compliance Monitoring Tool Annual: Annual: Statutory Compliance Monitoring Tool	136
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Annual: Statutory Compliance Monitoring Tool Corruption GRI 205: Anti- Corruption Our impact in every pour Annual report: BRSR Annual: Statutory Compliance Monitoring Tool Statutory Compliance Monitoring Tool	7 136 160
GRI 204: Procurement Practices 204-1 Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR 205-1 Operations assessed for risks related to corruption Statutory Compliance Monitoring Tool Communication and training about anti-corruption policies and procedures Confirmed incidents of	7 136 160
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Practices Operations assessed for risks related to corruption Communication and training about anti-corruption policies and procedures Confirmed incidents of Confirmed incidents of Corruption and actions Corruption Annual: Statutory Compliance Monitoring Tool Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual report: Annual report:	7 136 160
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Practices Operations assessed for risks related to corruption Communication and training about anti-corruption policies and procedures Confirmed incidents of corruption and actions Annual: Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual report: BRSR	7 136 160
GRI 204: Procurement Practices Proportion of spending on local suppliers Procurement Practices Proportion of spending on local suppliers Annual report: BRSR Annual: Statutory Compliance Monitoring Tool Communication and training about anti-corruption policies and procedures Confirmed incidents of corruption and actions taken Annual: Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual report: BRSR	7 136 160
GRI 204: Procurement Practices Proportion of spending on local suppliers Our impact in every pour Annual report: BRSR Practices Operations assessed for risks related to corruption Communication and training about anti-corruption policies and procedures Confirmed incidents of corruption and actions Confirmed incidents of corruption and actions Annual report: Annual: Statutory Compliance Monitoring Tool Annual: Statutory Compliance Monitoring Tool Annual report: BRSR	7 136 160
GRI 201 - Economic performance Continuous performance 201-2 201-2 201-2 201-2 201-3 201	_

CDI 200 F	10.			
GRI 300 Environmento	al Standards			
	302-1	Energy consumption within the organization	Annual report: BRSR	126
CD1 202 F	302-2	Energy consumption outside of the organization	Annual report: BRSR	131
GRI 302 - Energy	302-3	Energy intensity	Annual report: BRSR	126
	302-4	Reduction of energy consumption	Sustainability report: Transitioning to net zero carbon	10
	303-1	Interactions with water as a shared resource	Sustainability report: Healthy watersheds, thriving ecosystems	12
	303-2	Management of water Discharge-related impacts	Sustainability report: Healthy watersheds, thriving ecosystems	12
GRI 303 - Water and Effluents	303-3	Total water withdrawal by source	Annual report: BRSR	127
	303-4	Water discharge	Annual report: BRSR	127
	303-5	Water consumption	Annual report: BRSR	127
	305-1	Direct (Scope 1) GHG emissions	Annual report: BRSR	128
	305-2 Energy indirect (Scope 2) GH	Energy indirect (Scope 2) GHG emissions	Annual report: BRSR	128
	305-3	Other indirect (Scope 3) GHG emissions)	Annual report: BRSR	131
GRI 305 - Emissions	305-4	GHG emissions intensity	Annual report: BRSR	128
	305-5	Reduction of GHG emissions	Sustainability report: Raising the bar on sustainability	8
	305-7	Nitrogen Oxides (NOX), Sulphur Oxides (SOX), and other significant air emissions	Annual report: BRSR	128
	306-1	Waste generation and significant waste related impacts	Annual report: BRSR	129
	306-2	Management of significant waste- related impact	Annual report: BRSR	129
GRI 306 - Waste	306-3	Waste generated	Annual report: BRSR	129
	306-4	Waste diverted from disposal	Annual report: BRSR	129
	306-5	Waste directed to disposal	Annual report: BRSR	129
GRI 307- Environmental Compliance	307-1	Non-compliance with environmental laws and regulations	Annual report: BRSR	130
GRI 308: Supplier Environmental Assessment	308-2	Negative environmental impacts in the supply chain and actions taken	Annual report: BRSR	131
GRI 400 Social Stando	ards Series			
	401-1	New employee hires and employee turnover	Annual report: BRSR	108
GRI 401 Employment	401-2	Benefits provided to full-time employees	Annual report: BRSR	115
	401-3	Parental leave	Annual report: BRSR	117

			Annual reports	
			Annual report: BRSR	118
	403-1	Occupational health and safety	BRSR	110
		management system	Sustainability report:	15
			Fair practices, safe spaces	
	402.2	Hazard identification, risk assessment,	Annual report:	110
	403-2	and incident investigation	BRSR	119
	403-3	Occupational health and services	Annual report: BRSR	118
		Worker participation, consultation and		
GRI 403 - Occupational health	403-4	communication on occupational health and safety	Annual report: BRSR	118
and safety	402.5	Worker training on	Annual report:	440
und surcey	403-5	occupational health and safety	BRSR	118
			Annual report:	
			BRSR	118
	403-6	Promotion of worker health		
			Sustainability report:	15
			Fair practices, safe spaces	
	102.7	Prevention and mitigation of	Annual report:	120
	403-7	occupational health and safety impacts directly linked by business relationships	BRSR	120
		directly linked by business relationships	Annual report:	
	403-9	Work-related injuries	BRSR	119
			Annual report:	
	404-2	Programs for upgrading employee skills	Unlocking the Potential of our People	86
GRI 404- Training		and transition assistance programs		
and education		Percentage of employees receiving	Annual report:	
	403-3	regular performance and career	BRSR	118
		development reviews	- DION	
GRI 405: Diversity		Diversity of governance bodies and	Sustainability report:	
and Equal	405-1	employees	Closing the gender gap	14
Opportunity				
GRI 406: Non-	406-1	Incidents of discrimination and	Sustainability report:	14
discrimination		corrective actions taken	Listening and acting with intent	
GRI 412: Human	(42.2	Employee training on human rights	Annual report:	422
Rights Assessment	412-2	policies and procedures	BRSR	123
		Operations with local community		
	413-1	engagement, impact assessments, and	Annual report:	46
GRI 413- Local		development programs	Social and Relationship Capital	
communities		Operations with		
communicies	413-2	significant actual and	Annual report:	46
	1132	potential negative impacts	Social and Relationship Capital	10
		on local communities		
GRI 417: Marketing	417-1	Requirements for product and service	Sustainability report:	18
and Labeling		information and labeling	Enabling informed choices	
GRI 418: Customer		Substantiated complaints concerning	Annual report:	
Privacy	418-1	breaches of customer privacy and losses	BRSR	138
		of customer data		
GRI 419:	110 =	Non-compliance with laws and	Annual report:	400
Socioeconomic	419-1	regulations in the social and economic	BRSR	130
Compliance		area		

Future Outlook

Who We Are Governance Sustainability in Action Environment Social Responsible **Future Outlook**

Assurance Statement



SGS India Private Limited 4B, Adi Shankaracharya Marg, Vikhroli (West), Mumbai – 400083 +91 080 6938 8888 +91 22 6640 8888 www.sgs.com

INDEPENDENT ASSURANCE STATEMENT

Independent Assurance Statement to United Breweries Limited on its BRSR for the FY 2024-25

The Board of Directors,

United Breweries Limited, Level 4, UB Towers, UB City, Vittal Mallya Road, Bangalore, 560001, India.

Nature of the Assurance

SGS India Private Limited (hereinafter referred to as 'SGS India') was engaged by United Breweries Limited (the 'Company' or 'UBL') to conduct an independent assurance of the Company's Business Responsibility and Sustainability Reporting (BRSR) (the 'Report') pertaining to the reporting period of April 1, 2024, to March 31, 2025. SGS India has conducted a Reasonable level of Assurance for BRSR core parameters. This assurance engagement was conducted in accordance with "International Standard on Assurance Engagements (ISAE) 3000 (Revised) and ISAE 3410.

Reporting Framework

The Report has been prepared following the

- 1) BRSR Core–Framework for assurance and ESG disclosures for value chain (SEBI vide Circular No.SEBI/HO/CFD/CFD-SEC-2/P/CIR/2023/122) dated July 12, 2023
- 2) BRSR reporting guidelines (Annexure II) as per SEBI Circular No. SEBI/HO/CFD/CMD-2/P/CIR/2021/562 dated May 10, 2021, and incorporated Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023 and as amended from time to time .
- 3) Greenhouse Gas Protocol standard
- 4) Industry Standards on Reporting of BRSR Core (SEBI/HO/CFD/CFD-PoD-1/P/CIR/2024/177) dated December 20, 2024

Intended Users of this Assurance Statement

This Assurance Statement is provided with the intention of informing all United Breweries Limited's Stakeholders.

Responsibilities

The information in the report and its presentation are the responsibility of the management of the Company. SGS India has not been involved in the preparation of any of the material included in the report.

Our responsibility is to express an opinion on the text, data, and statements within the defined scope of assurance, aiming to inform the management of the Company, and in alignment with the agreed terms of reference. We do not accept or assume any responsibility beyond this specific scope. The Statement shall not be used for interpreting the overall performance of the Company, except for the aspects explicitly mentioned within the scope.

Assurance Standard

SGS has conducted an engagement in accordance with the International Standard on Assurance Engagement (ISAE) 3000(revised) and ISAE 3410 (Assurance Engagements other than Audits or Reviews of Historical Financial Information). Our evidence-gathering procedures were designed to obtain a 'Reasonable' level of assurance, which is a high level of assurance in accordance with ISAE 3000(revised) standard but is not absolute certainty. It involves obtaining sufficient appropriate evidence to support the conclusion that the information presented in the report is fairly stated and is free from material misstatements.

Page no.1



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Statement of Independence and Competence

The SGS Group of companies is the world leader in inspection, testing and assurance, operating in more than 140 countries and providing services including management systems and service certification; quality, environmental, social and ethical auditing and training; environmental, social and sustainability report assurance. SGS affirm our independence from United Breweries Limited, being free from bias and conflicts of interest with the organization, its subsidiaries and stakeholders.

The assurance team was assembled based on their knowledge, experience and qualifications for this assignment, and comprised auditors registered with ISO 26000, ISO 20121, ISO 50001, SA8000, RBA, QMS, EMS, SMS, GPMS, CFP, WFP, GHG Verification and GHG Validation Lead Auditors and experience on the SRA Assurance.

Scope of Assurance

The assurance process involved assessing the quality, accuracy, and reliability of BRSR Indicators (KPIs) within the report for the period April 1, 2024, to March 31, 2025. The reporting scope and boundaries include 19 manufacturing units/breweries and Head Office spread across different states in India

Assurance Methodology

The assurance comprised a combination of desktop review, interaction with the key personnel engaged in the process of developing the report, on-site visits, and remote verification of data. Specifically, SGS India undertook the following activities:

Assessment of the suitability of the applicable criteria in terms of its comprehensiveness, reliability, and accuracy. Interaction with key personnel responsible for collecting, consolidating, and calculating the BRSR core KPIs and assessing the internal control mechanisms in place to ensure data quality.

Application of analytical procedures and verification of documents on a sample basis for the compilation and reporting

Assessing the aggregation process of data at the Head Office level.

Critical review of the report regarding the plausibility and consistency of qualitative and quantitative information related to the KPIS.

Limitations

The assurance scope excludes:

Disclosures other than those mentioned in the assurance scope.

Data review outside the operational sites as mentioned in the reporting boundary.

Validation of any data and information other than those presented in "Findings and Conclusion."

The assurance engagement considers an uncertainty of $\pm 5\%$ based on the materiality threshold for Assumption/ estimation/measurement errors and omissions.

The Company's statements that describe the expression of opinion, belief, aspiration, expectation, aim to future intention provided by the Company, and assertions related to Intellectual Property Rights and other competitive issues. Strategy and other related linkages expressed in the Report.

Mapping of the Report with reporting frameworks other than those mentioned in the Reporting Criteria above.

SGS India verified data on a sample basis; the responsibility for the authenticity of the data entirely lies with the Company. The assurance scope excluded forward-looking statements, product- or service-related information, external information sources and expert opinions. SGS India has not been involved in the evaluation or assessment of any financial data/performance of the company. Our opinion on financial indicators is based on the third-party audited financial reports of the Company. SGS India does not take any responsibility for the financial data reported in the audited financial reports of the Company.



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Findings and Conclusions

Based on the procedures we have performed and the evidence we have obtained, we are satisfied that the information presented by the Company in its report, on the Core Indicators (as per the table below) is complete, accurate, reliable, has been fairly stated in all material respects, and is prepared in line with the BRSR requirements.

The list of BRSR Indicators that were verified within this assurance engagement is given below:

Total Scope 1 emissions Total Scope 2 emissions GHG Emission Intensity (Scope 1 +2) Water footprint Total water consumption Water consumption intensity Water Discharge by destination and levels of Treatment Total energy consumed % of energy consumed from renewable sources Energy intensity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste Total waste generated	
GHG Emission Intensity (Scope 1 +2) 2 Water footprint Total water consumption Water consumption intensity Water Discharge by destination and levels of Treatment 3 Energy footprint Total energy consumed % of energy consumed from renewable sources Energy intensity 4 Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
2 Water footprint Total water consumption Water consumption intensity Water Discharge by destination and levels of Treatment Total energy consumed % of energy consumed from renewable sources Energy intensity 4 Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Water consumption intensity Water Discharge by destination and levels of Treatment Total energy consumed % of energy consumed from renewable sources Energy intensity Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Water Discharge by destination and levels of Treatment Total energy consumed % of energy consumed from renewable sources Energy intensity Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
3 Energy footprint Total energy consumed % of energy consumed from renewable sources Energy intensity 4 Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
% of energy consumed from renewable sources	
Energy intensity 4 Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
4 Embracing circularity Plastic waste E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
E-waste Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Bio Medical Waste Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Construction and demolition waste Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Battery waste Radioactive waste Other hazardous waste Other non-hazardous waste	
Radioactive waste Other hazardous waste Other non-hazardous waste	
Other hazardous waste Other non-hazardous waste	
Other non-hazardous waste	
Total waste generated	
Waste intensity	
Each category of waste generated, total waste recovered thr recycling, re-using or other recovery operations	•
For each category of waste generated, total waste disposed of disposal method	by nature
5 Employee well-being and safety Spending on measures towards well-being of employees as	a % of
total revenue of the Company	
Details of safety related incidents for employees	
6 Enabling gender diversity in business Gross wages paid to females as % of wages paid	
Complaints on POSH	
7 Enabling inclusive development Input material sourced from MSMEs/ small producers as % of purchases	of total
Wages paid to persons employed in smaller towns as % of to cost	otal wage
8 Fairness in engaging with customers and suppliers Instances involving loss/breach of data of customers as a period of total data breaches or cyber security events	rcentage
Number of days of accounts payable	
9 Open-ness of business Concentration of purchases & sales done with trading house	
dealers, and related parties	σ,
Loans and advances & investments with related parties	

Future Outlook



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For and on behalf of SGS India Private Limited



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