



UNITED BREWERIES LIMITED

June 27, 2023

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| 1. BSE Limited
Department of Corporate Service
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 532478 | 2. National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Bandra (East), Mumbai – 400 051.
Symbol: UBL |
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Dear Sir,

Sub: Disclosure pursuant to Regulation 30 of Securities and Exchange Board of India (SEBI) (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding 'Adoption of new line of business.'

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the Regulations), we are pleased to announce the company's first-ever online merchandise store, **KF.LIFE** in collaboration with Bengaluru based The Fantam, which brings exclusive 'Kingfisher brand' merchandise to fans nationwide.

The requisite details regarding this announcement under the Regulations read with Schedule III of the Listing Regulations and SEBI Circular CIR/CFD/CMD/4/2015 dated September 09, 2015, is as under:

Adoption of new line(s) of business:

a)	Industry or area to which the new line of business belongs to	Barware, Bar Merchandise and Lifestyle accessories
b)	Expected benefits	INR 1.25 lacs in one year
c)	Estimated amount to be invested	INR 73,75,200 in one year

A Press Release, being issued in this regard, is also enclosed as Annexure-A.

You are requested to take the same on your record.

Thanking you,

Yours faithfully,
For **UNITED BREWERIES LIMITED**

AMIT KHERA
Company Secretary and Compliance Officer

Encl: As above

Kingfisher's First-Ever Online Merchandise Store, [KF.LIFE](#): Enter the World of Good Times

Kingfisher, one of India's most iconic brand, is thrilled to announce the grand opening of its first-ever online merchandise store, [KF.LIFE](#). This exciting collaboration with Bengaluru based The Fantam, brings exclusive Kingfisher merchandise to fans nationwide, offering an array of stylish bar accessories, captivating board games, beautiful wall décor signages, and trendy apparels.

With the changing aspirations of the youth and their increased disposable income, the modern Indian seeks to explore and experiment, aspiring to live a better life. Kingfisher recognises this trend and is poised to tap into the desire for exploration and experimentation, providing an associated lifestyle that fosters brand love.

"Kingfisher is one of the most iconic brands of India and we are launching an exclusive brand store for our fans. They can buy Kingfisher branded merchandise from [KF.LIFE](#), a collection that has been made keeping in mind the exploratory mindset of our new age audience. Our collaboration with The Fantam allows us to deliver desirable and high-quality products that stays true to the iconicity of Kingfisher", stated Vikram Bahl, Chief Marketing Officer.

The online merchandise store offers fans an exclusive avenue to connect with the brand, enabling them to wear their love for Kingfisher with pride. From trendy apparel to captivating board games and stylish bar accessories, each item has been meticulously designed in-house, tailored to suit the vibrant lifestyle of young Indians.

The Kingfisher branded merchandise will be available at [KF.LIFE](#). Whether you're looking to upgrade your wardrobe, enhance your gaming nights, spruce up your living space, or elevate your home bar experience, [KF.LIFE](#) by Kingfisher has you covered.

About United Breweries:

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

About The Fantam:

The Fantam based out of Bengaluru, are a bunch of passionate professionals who believe in 'Amplifying passion and creating pride for a Brand Fan'. They bring in innovative and tech-infused approach in making and selling brand merchandise which helps build brand loyalty. In addition to e-commerce, they bring in capabilities to include multichannel-integrated events to drive value for brands.
