



May 20, 2024

To,
Department of Corporate Services,
BSE Limited
Floor 25, P J Towers
Dalal Street
Mumbai – 400001
Scrip Code: 532478

Department of Corporate Services
National Stock Exchange of India Ltd.,
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai - 400051
Scrip Code: UBL

Sub: **Intimation of Product Launch under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III Part A Para B of the Listing Regulations, we wish to inform that Company has today launched in Assam and Meghalaya markets, new brand viz., '**Queenfisher Premium Lager Beer**' in the 'Lager Beer Mild' segment category.

The details of the said product as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are given herein below.

S.N.	Particulars	Description
1.	Name of the Product	Queenfisher Premium Lager Beer
2.	Date of launch	May 20, 2024
3.	Category of the product	Lager Beer (Mild)
4.	Whether caters to domestic/international market	Domestic Market (in the states of Assam and Meghalaya)
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable

Copy of the Press Release regarding Product Launch is enclosed herewith and is also available on the website of the Company at www.unitedbreweries.com.

Kindly take the same on your record.

Thanking you,

Yours faithfully,
For UNITED BREWERIES LIMITED

VIVEK GUPTA
Managing Director & Chief Executive Officer
DIN.: 10311134



United Breweries Introduces Queenfisher Beer in Assam & Meghalaya

Meghalaya, Assam, May 20, 2024 – United Breweries Limited (UBL), a part of the HEINEKEN Company, is excited to introduce Queenfisher Beer: The Queen of Good Times, from the House of Kingfisher, in Assam and Meghalaya. Encouraged by the overwhelmingly positive response from consumers in Goa, we are thrilled to extend this celebration of nurturing sisterhood bonds to new markets. The beer launch was held on May 18th at Exotica Green in Guwahati.

Initially launched on March 11th in Goa, the beer garnered significant interest from the public. The launch event also unveiled the iconic calendar, now known as The Galendar captures real-life stories of women, photographed by Avani Rai. Each page includes a QR code that, when scanned, reveals unique moments of sisterhood through films directed by Kopal Naithani. The unique microsite, queenfisher.in, allows the public to experience the world of sisterhood as told by women and create their own personalized Galendars to share with others.

The packaging embodies inclusivity, featuring silhouettes of diverse women against a vibrant purple backdrop, with the iconic bird uplifted and crowned in homage to the queens celebrated through this campaign. Rooted in the ethos of Kingfisher, Queenfisher provides a safe space for meaningful and honest conversations, recognizing the harsher judgments women often face in society.

Vikram Bahl, CMO, United Breweries Limited, said, *“Queenfisher is our way of recognizing the unstoppable force of female friendship. We pop our cans, not just to celebrate women, but to honour the secret superpowers they wield in their everyday connections. Society in Assam and Meghalaya has always been at the forefront of celebrating inclusivity and Queenfisher is proud to be part of this culture. Here’s to the queens among us, who sparkle brighter when they shine together!”*

The 500 ml Queenfisher Lager Beer will be readily available at leading outlets across Assam & Meghalaya.

About United Breweries:

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