



August 12, 2025

To,
BSE Limited
Scrip Code: 532478

National Stock Exchange of India Limited
Symbol: UBL

Dear Sirs,

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

In compliance with Regulation 30 read Para B of Part A of Schedule III of the SEBI Listing Regulations, we wish to inform that 'Amstel Grande' in the Premium Strong category, will be available in the State of Goa, with effect from August 13, 2025.

The details of the said product launch as required under SEBI Listing Regulations, read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated December 31, 2024, and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2025/25 dated February 25, 2025, are stated below.

<u>Sr. No.</u>	<u>Particulars</u>	<u>Description</u>
1.	Name of the Product	Amstel Grande
2.	Date of Launch	August 13, 2025
3.	Category of the Product	Premium Strong Beer
4.	Whether it caters to domestic/ international market	The current launch is focused on catering to the domestic market only
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable

A copy of the Press Release regarding the product Launch is also enclosed herewith and will also be made available on the Company's website at www.unitedbreweries.com

Kindly take the same on your record.

Thanking you,

For UNITED BREWERIES LIMITED

NIKHIL MALPANI
Company Secretary & Compliance Officer

Encl: As above



United Breweries Limited Launches Amstel Grande in Goa, Ushering in an Era of Premium Beer in the country

Goa, August 12, 2025: United Breweries Limited (UBL), the country's largest beer manufacturer, part of the HEINEKEN Company, has now also launched its iconic premium beer, **Amstel Grande**, in Goa. This expansion marks a key development in India's premium beer market, combining UBL's brewing excellence with Amstel's 150-year heritage, further elevating the beer experience for consumers in the region.

Amstel Grande promises to offer Indian consumers an unparalleled beer experience. The beer is **slow brewed** and **matured longer**, allowing its flavors to fully develop, resulting in a rich, smooth taste. Crafted using the finest quality **barley**, unique **Dutch yeast**, and carefully selected **hops**, each sip of **Amstel Grande** is a testament to the brand's commitment to quality. With no added sugar and perfected through extensive global and local testing, it achieved top scores in consumer research, setting a new standard in premium beer.

Speaking about the launch in Karnataka, **Vikram Bahl, Chief Marketing Officer of United Breweries Limited**, said, *"After an overwhelming response in Maharashtra, West Bengal, Uttar Pradesh and Karnataka, we're thrilled to introduce Amstel Grande to the vibrant market of Goa. Known for its openness to experimentation, Goa is always on the lookout for something new, international, and premium. We're confident that Amstel Grande, with its unmatched quality and craftsmanship, will soon become the brew of choice. This launch marks another milestone in our journey to bring world-class brews to our consumers."*

Since 1870, Amstel has embodied the art of brewing, starting with two friends' dream of a better beer in Amsterdam. Now, as one of Heineken's iconic brands enjoyed in over 100 countries, Amstel brings its rich heritage to India with Amstel Grande. This premium brew reflects Amstel's commitment to quality and its philosophy of being 'Brewed for Bonding,' creating moments for genuine connections and celebration among friends.

Developed locally in India, this launch meets the demand for a premium strong beer with global appeal and international quality, globally inspired, locally brewed. The packaging, designed with premium beer enthusiasts in mind, reflects the beer's Amsterdam roots with illustrations of iconic Dutch architecture and scenic canals, capturing the charm of Amsterdam in every bottle.

Amstel Grande is now available in Goa, priced at INR 80 for a 330ml bottle, INR 115 for 500ml can and INR 150 for a 650ml bottle and is accessible at leading outlets across the state.

About United Breweries Limited:

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