

September 09, 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 with Para B of Part A of Schedule III of the SEBI Listing Regulations, we wish to inform that 'London Pilsner' will be available in the State of Odisha, with effect from September 09, 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	London Pilsner
2.	Date of Launch	September 09, 2025
3.	Category of the Product	Strong Mainstream
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



For Immediate Dissemination
Press Release

United Breweries Launches London Pilsner Beer in Odisha

- New standard for strong beer has been introduced in Odisha
- Crafted using European hops and aged for one week at low temperatures, resulting in a smooth and strong taste.
- UBL launches a strong beer positioned at an accessible price point

India, 09 September 2025 – United Breweries Limited (UBL), part of the HEINEKEN Company, is delighted to announce the launch of London Pilsner Strong Beer in Odisha. London Pilsner, crafted with European hops and subjected to a week-long ageing process at sub-zero temperatures, represents sophistication and uncompromising quality. With this launch, UBL brings its much-loved beer to Odisha, making international-quality beer affordable for consumers at just INR 160 per 650ml bottle.

Speaking on the launch, **Vikram Bahl, CMO, United Breweries Limited**, said: *“By launching London Pilsner in Odisha, we are celebrating the state’s growing love for fine brews and recognizing its importance as a key market in India’s beer landscape. With London Pilsner, a premium beer positioned at an accessible price point, we are confident that this innovation will help bring back the category growth.”*

London Pilsner will be available across leading outlets in Odisha, marking it as the fourth market after Maharashtra, Karnataka, and Madhya Pradesh.

About United Breweries:

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, Heineken® Original Heineken® Silver, Amstel Grande, and Heineken® 0.0., Kingfisher Premium Packaged Drinking Water and Kingfisher Strong Power Soda.
