



September 23, 2025

To,
BSE Limited
Scrip Code: 532478

National Stock Exchange of India Limited
Symbol: UBL

Dear Sir,

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 'Kalyani Black Label Strong Beer' will be relaunched in the State of West Bengal with effect from September 23, 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	Kalyani Black Label Strong Beer
2.	Date of Launch	September 23, 2025
3.	Category of the Product	Strong Mainstream
4.	Whether it caters to domestic/international market	The current relaunch is focused on catering to 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 relaunch 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 Relaunches Kalyani Black Label Strong in West Bengal

- Bengal's legendary strong beer makes a comeback at a disruptive price point
- Relaunch aims to connect with both long-time fans and new beer drinkers
- Available at just INR 140 per 650ml bottle

India, 23 September 2025 – United Breweries Limited (UBL), part of the HEINEKEN® Company, is delighted to announce the relaunch of Kalyani Black Label Strong in West Bengal. Named after UBL's very first brewery in the country, located on the banks of the river Kalyani, this iconic beer is deeply intertwined with the state's history and culture.

Known for its bold strong taste, Kalyani Black Label Strong has been a trusted choice for generations of beer drinkers and the very first beer experience for many in Eastern India. With this relaunch, UBL brings back not only a brand with proud local heritage but also a fresh opportunity for today's consumers to experience it. At a highly attractive price of INR 140 per 650ml bottle, the brand is set to reinvigorate the strong beer category in the state.

Speaking on the relaunch, **Vikram Bahl, CMO, United Breweries Limited**, said: *"Kalyani Black Label Strong is a brand deeply rooted in Bengal's beer culture. With its return, we want to celebrate this legacy while also welcoming a new generation of beer drinkers to experience it. Relaunching at an accessible price point allows us to not only honor Kalyani Black Label Strong's iconic status but also drive wider adoption and growth for the category in West Bengal."*

Kalyani Black Label Strong will be available across leading outlets in West Bengal in 650ml bottles.

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, 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 Grande, and Heineken® 0.0, Kingfisher Premium Water, Kingfisher Soda.
