



UNITED BREWERIES LIMITED

September 29, 2022

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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 'New product/brand launch'.**

We are pleased to announce launch of new brand variant viz, 'Heineken® Silver' in the "Premium Beer" category. Heineken® Silver is international brand owned by Amsterdam-based Heineken group and Promoter of the Company. We provide herewith requisite details as per SEBI (LODR) Regulations, 2015 marked as **Annexure I** and Press release in this regard as **Annexure II**.

Annexure I

New Product Launch

a)	Name of the Product	Heineken® Silver'
b)	Date of launch	September 29, 2022
c)	Category of the launch	Alcoholic Beverage
d)	Whether caters to domestic/international market	Domestic Market
e)	Name of the countries in which the product is launched	India

This may kindly be treated as our compliance in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully
For UNITED BREWERIES LIMITED

GOVIND IYENGAR
Company Secretary

Encl: As above.



UNITED BREWERIES LIMITED

Annexure II

TIME FOR SOMETHING UNEXPECTEDLY SMOOTH UNITED BREWERIES LAUNCHES NEW HEINEKEN® SILVER IN INDIA

Heineken®'s latest beer innovation provides the new generation of consumers with a premium, smooth-tasting beer that breaks from the socialising traditions of the past to refresh the drinking moments of today.

Bengaluru, September 29, 2022: United Breweries, the country's largest beer manufacturer and part of the Amsterdam-based HEINEKEN group, today announced the launch of Heineken® Silver, a smooth and refreshing beer that provides Indian consumers with a premium beverage that is truly designed for everyday social occasions.

Heineken® Silver is brewed by seasoned master brewers using natural ingredients, including Heineken®'s famous A-yeast and quality pure malt.

Rishi Pardal, Managing Director, United Breweries Limited, said, "Guided by our purpose of brewing the joy of true togetherness to inspire a better world, we are always looking to bring products to the market that match the needs of our consumers and keep up with ever-changing taste preferences across generations. We see modern consumers seeking beverages that are light, easy-to-drink and fit in well with their social occasions and Heineken® Silver is perfectly designed for these moments. We are confident that the smooth and refreshing Heineken® Silver will herald a new era of premiumisation in the Indian beer market."

Rajeev Sathyesh, Asia-Pacific Director, Brand – Heineken®, said, "We are excited to launch this new member of the Heineken® family, Heineken® Silver, in India. This delightfully refreshing, smooth and easy-to-drink lager has received a lot of love in our other markets globally. We are confident that it will also appeal to the new generation of beer drinkers in India. Heineken® Silver is brewed as an all-round crowd pleaser and the perfect partner to celebrate authentic moments of joy."

Heineken® Silver is available in both on- and off-trade retail channels in Bengaluru. Heineken® Silver's 330-ml pint is priced at Rs 120, the 500-ml can at Rs 160 and the 650-ml bottle at Rs 200 across off-trade retail outlets in Bengaluru. The beer comes in a sleek silver can and the iconic green bottle. Heineken® Silver will also be launched in other markets in the next few months.

Heineken® Silver has a smooth and refreshing taste, retaining the signature fruity aroma of Heineken® Original with a balanced, though slightly lower bitterness.

Editorial information:

For more information, please contact corporateaffairs@ubmail.com

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 recognised beer, and non-alcoholic beverages. Its diverse product portfolio comprises brands such as Kingfisher Strong, Kingfisher Ultra, Kingfisher Ultra Max, Kingfisher Ultra Witbier, Kingfisher Storm, Heineken, Heineken Silver, Amstel, Heineken 0.0 and Radler. Founded in 1915, United Breweries operates 30 breweries in the country.

About HEINEKEN:

HEINEKEN is the world's most international brewer. It is the leading developer and marketer of premium beer and cider brands. Led by the Heineken® brand, the Group has a portfolio of more than 300 international, regional, local and specialty beers and ciders. We are committed to innovation, long-term brand investment, disciplined sales execution, and focused cost management. Through "Brewing a Better World", sustainability is embedded in the business.

HEINEKEN has a well-balanced geographic footprint with leadership positions in both developed and developing markets. We employ over 85,000 employees and operate breweries, malteries, cider plants and other production facilities in more than 70 countries. Heineken N.V. and Heineken Holding N.V. shares trade on the Euronext in Amsterdam. Prices for the ordinary shares may be accessed on Bloomberg under the symbols HEIA NA and HEIO NA and on Reuters under HEIN.AS and HEIO.AS. HEINEKEN has two sponsored level 1 American Depositary Receipt (ADR) programmes: Heineken N.V. (OTCQX: HEINY) and Heineken Holding N.V. (OTCQX: HKHHY).

Most recent information is available on HEINEKEN's website: www.theHEINEKENcompany.com and follow us on Twitter via @HEINEKENCorp.
