



March 11, 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')**

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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 Goa market, 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.

<b>S.N.</b>	<b>Particulars</b>	<b>Description</b>
1.	Name of the Product	Queenfisher Premium Lager Beer
2.	Date of launch	March 11, 2024
3.	Category of the product	Lager Beer (Mild)
4.	Whether caters to domestic/international market	Domestic Market (in the state of Goa)
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](http://www.unitedbreweries.com).

Kindly take the same on your record.

Thanking you,

Yours faithfully,  
For UNITED BREWERIES LIMITED

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



## United Breweries sparks a conversation with Queenfisher

- *Launch of the Limited Edition Queenfisher Premium Lager Embodying the Spirit of Sisterhood*
- *Queenfisher Gala Night in the presence of Orry, Anshula Kapoor, Kubbra Sait, Dolly Singh, Bani J, and Juhi Godambe*
- *Queenfisher Galendar (Calendar) featuring women from everyday walk of life.*

**Mumbai, 11th March 2024** - United Breweries Limited (UBL), part of the HEINEKEN Company, announced the launch of **Queenfisher: The Queen of Good Times**, from the **House of Kingfisher** a revolutionary initiative dedicated to honouring the women in our lives who foster bonds of sisterhood through friendship and choice. The initiative celebrates moments of sisterhood across all groups of friends, activated through touchpoints, curated experiences and a new lager beer.

The entire campaign is a celebration of sisterhood with a fresh brew and a fresh perspective on the iconic Calendar, now reimagined as The Galendar. The Galendar captures real-life stories of women. Shot by Avani Rai, every page has a QR code which upon scanning shows the unique moments of sisterhood of that circle as captured in films by the director Kopal Naithani. The unique microsite, <https://queenfisher.in/>, allows the public to experience the world of sisterhood as told by the women and create their own personalized Galendars and share with others. The Queenfisher Beer is an all-women initiative right from formulating the limited-edition Queenfisher can to it being brewed by women brewers.

The launch event featured engaging panel discussions, unveiling The Galendar and a sneak peek into the upcoming Queenfisher lager beer can, all culminating in a curated AR and sensory immersive experience of the Queenfisher world. Panel speakers and attendees at the event included **Dolly Singh, Orry, Anshula Kapoor, Bani J, and Juhi Godambe**. The event, hosted by the effervescent **Kubbra Sait**, was further enhanced by live music performances by **DOT and Kayan**. The panel discussions centered on the importance of acknowledging everyday stories of sisterhood that propel individuals forward and foster a more inclusive environment.

The package of Queenfisher beer 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 that women often face harsher judgments in society.

**Vikram Bahl, CMO, United Breweries Limited**, said, *"Queenfisher is our way of celebrating inclusivity and 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. Here's to the queens among us, who sparkle brighter when they shine together!"*

Queenfisher Lager Beer can is competitively priced at INR 80 per 500ml and readily available at leading outlets across Goa. This new addition to the portfolio of Kingfisher will also be available across other cities in the coming months.

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

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