



UNITED BREWERIES LIMITED

September 07, 2023

To

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Scrip Code: 532478

National Stock Exchange of India Limited

Exchange Plaza, 5th floor, Plot No.-C/1, G Block,
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: UBL

Sub: **Change in Directorate - Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”)**.

Dear Sir/Madam,

With reference to the above, we wish to inform you that based on the recommendation of the Nomination & Remuneration Committee, the Board of Directors of United Breweries Limited (the ‘Company’) at its meeting held today i.e., September 07, 2023, have approved the following:

i. Appointment of Mr. Vivek Gupta as an Additional Director

Appointment of Mr. Vivek Gupta (DIN 10311134) as an Additional Director on the Board of Directors of the Company with effect from September 25, 2023. The appointment will be subject to approval of the Shareholders of the Company.

ii. Appointment as Managing Director & Chief Executive Officer

Appointment of Mr. Vivek Gupta (DIN 10311134) as Managing Director & Chief Executive Officer of the Company and Key Managerial Personnel under the Companies Act, 2013, with effect from September 25, 2023 up to September 24, 2028 (both days inclusive), subject to approval by the Shareholders of the Company and such other approvals as may be required.

The details of the aforesaid change in the Directorate of the Company as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015 including brief profile of Mr. Vivek Gupta are attached as **Annexure A**.

The Board meeting commenced at 11.50 a.m. and concluded at 12.35 p.m.

This intimation is also being uploaded on the Company’s website <https://www.unitedbreweries.com/>

Press release being issued by the Company with respect to appointment of Mr. Vivek Gupta as Managing Director & Chief Executive Officer of the Company with effect from September 25, 2023 is also enclosed for your reference and record.

Kindly take the above on record and acknowledge receipt of the same.

Thanking You,

For UNITED BREWERIES LIMITED

AMIT KHERA

Company Secretary and Compliance Officer

Encl: As above.



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Annexure A

Mr. Vivek Gupta (DIN 10311134)

Sr.No.	Details of Events that need to be provided	Information of such event(s)
a)	Reason for Change viz. appointment, resignation, removal, death or otherwise	Appointment
b)	Date of appointment/ cessation (as applicable) & term of appointment	Mr. Vivek Gupta shall hold office as Managing Director & Chief Executive Officer for a period of 5 (five) years with effect from September 25, 2023 extendable thereafter subject to approval of the Shareholders at the General Meeting.
c)	Brief profile	Below is brief profile of Mr. Vivek Gupta
d)	Disclosure of relationship between directors (in case of appointment of a director)	Mr. Vivek Gupta is not related inter-se to any other Director on the Board of the Company.
e)	Information as required pursuant to Circular No. LIST/COMP/14/2018-19 issued by BSE Ltd and Circular No. NSE/CML/2018/24 issued by the National Stock Exchange of India Ltd., dated 20 th June, 2018	Mr. Vivek Gupta is not debarred from holding the office of Director by virtue of any SEBI order or any other such authority.

Brief Profile of Mr. Vivek Gupta (DIN 10311134)

At 47 years old, Vivek is an engineering graduate with a Master's in business management from IIM, Ahmedabad.

Vivek is a unique executive with homegrown India and global commercial and leadership experience. He brings solid and broad experience from commercial and leadership roles in MNCs and new-age start-ups, both in international markets and India, which feeds his deep knowledge of go-to-market channels and understanding of operating complex businesses in traditional and digital environments.

Vivek spent over two decades in leadership and commercial roles at P&G, working across various categories, from everyday consumption to premium categories. His last position with P&G was as Managing Director of Australia and New Zealand. He joins UBL from India's fastest-growing unicorn, Udaan.com. As Chief Business Officer, he helped build India's most significant and disruptive e-B2B business.

Along with the UBL leadership team, Vivek will be responsible for driving sustainable growth for the company. He will lead the premiumization of UBL's portfolio, including strengthening the iconicity of Kingfisher.



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Media Release

United Breweries Limited appoints Managing Director and Chief Executive Officer

7 September 2023 – Bengaluru - United Breweries Limited (UBL), part of the HEINEKEN Company, has appointed Vivek Gupta as Managing Director and CEO effective 25 September 2023. At 47 years old, Vivek is an engineering graduate with a Master's in business management from IIM, Ahmedabad.

Vivek is a unique executive with homegrown India and global commercial and leadership experience. He brings solid and broad experience from commercial and leadership roles in MNCs and new-age start-ups, both in international markets and India, which feeds his deep knowledge of go-to-market channels and understanding of operating complex businesses in traditional and digital environments.

Vivek spent over two decades in leadership and commercial roles at P&G, working across various categories, from everyday consumption to premium categories. His last position with P&G was as Managing Director of Australia and New Zealand. He joins UBL from one of India's fastest-growing unicorn, Udaan.com. As Chief Business Officer, he helped build India's most significant and disruptive e-B2B business.

Along with the UBL leadership team, Vivek will be responsible for driving sustainable growth for the company. He will lead the premiumization of UBL's portfolio, including strengthening the iconicity of Kingfisher.

Jacco van der Linden, Regional President APAC of HEINEKEN, and Member of the UBL Board, said: "We are thrilled to have Vivek lead UBL at such a critical time. We recognize his resilience in building businesses and brands at a fast pace and in a complex environment. He brings solid global experience deeply rooted in India and has had substantial success in commercial and complex companies in traditional and digital environments.

Anand Kripalu, an Independent Member of UBL's Board of Directors, comments: "On behalf of the Board, we welcome Vivek, a youthful and yet seasoned leader for UBL. Embracing innovation and respecting tradition, our incoming CEO is the perfect blend. His leadership promises to be refreshing - with the potential to transform and leave a lasting impression on the Indian beer industry."

Vivek Gupta, incoming Managing Director and CEO of UBL concludes: "It is an honor to stand on the shoulders of greatness and lead UBL into the future. I feel privileged to be entrusted with one of India's most iconic brands, the Kingfisher beer and the world's most international brand, Heineken®. I look forward to the journey ahead with the UBL leadership and our colleagues as we brew greatness together."
