



April 03, 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 Para B of Part A of Schedule III of the SEBI Listing Regulations, we wish to inform that 'Amstel Grande' in the Premium Strong category, will be available in the State of Uttar Pradesh, with effect from April 05, 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, and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated December 31, 2024, is stated below.

Sr. No.	Particulars	Description
1.	Name of the Product	Amstel Grande
2.	Date of Launch	April 05, 2025
3.	Category of the Product	Premium Strong Beer
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 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



United Breweries Limited Launches Amstel Grande in Uttar Pradesh, Ushering in an Era of Premium Beer in the country

Lucknow, April 3, 2025: United Breweries Limited (UBL), the country's largest beer manufacturer, part of the HEINEKEN Company, has launched its iconic premium beer, **Amstel Grande**, in Uttar Pradesh. This expansion marks a key development in India's premium beer market, combining UBL's brewing excellence with Amstel's 150-year heritage, further elevating the beer experience for consumers in the region.

Amstel Grande promises to offer Indian consumers an unparalleled beer experience, thanks to its secret ingredient: time. The beer is **slow brewed** and **matured longer**, allowing its flavors to fully develop, resulting in a rich, smooth taste. Crafted using the finest quality **barley**, unique **Dutch yeast**, and carefully selected hops, each sip of **Amstel Grande** is a testament to the brand's commitment to quality. With no added sugar and perfected through extensive global and local testing, it achieved top scores in consumer research, setting a new standard in premium beer.

Speaking about the launch in West Bengal, **Vikram Bahl, Chief Marketing Officer of United Breweries Limited**, said, "After receiving an overwhelming response in Maharashtra and West Bengal, we are excited to bring Amstel Grande to Uttar Pradesh. Uttar Pradesh is a vibrant market with a growing demand for premium beverages, and we are confident that Amstel Grande will quickly become the go-to choice for those seeking unmatched quality and craftsmanship. This launch further strengthens our commitment to delivering world-class quality."

Since 1870, Amstel has embodied the art of brewing, starting with two friends' dream of a better beer in Amsterdam. Now, as one of Heineken's iconic brands enjoyed in over 100 countries, Amstel brings its rich heritage to India with Amstel Grande. This premium brew reflects Amstel's commitment to quality and its philosophy of being 'Brewed for Bonding,' creating moments for connection and celebration among friends.

Developed locally in India, this launch meets the demand for a premium strong beer with global appeal and international quality, globally inspired, locally brewed. The packaging, designed with premium beer enthusiasts in mind, reflects the beer's Amsterdam roots with illustrations of iconic Dutch architecture and scenic canals, capturing the charm of Amsterdam in every bottle.

Amstel Grande is now available in Uttar Pradesh, competitively priced at INR 110 for a 330ml bottle, INR 160 for 500ml bottle, and INR 210 for a 650ml bottle, and is accessible at leading outlets across the state.

About United Breweries Limited:

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, Queenfisher Premium, Heineken® Original, Heineken® Silver, Amstel, and Heineken® 0.0., Kingfisher Premium Water, Kingfisher Soda.
