



UNITED BREWERIES LIMITED

August 24, 2020

1. The Secretary-Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai - 400 023
Scrip Code: 532478

2. The Manager-Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot. C/1, G Bl.
Bandra-Kurla Complex, Bandra (East)
Mumbai - 400 051
Symbol: UBL

Dear Sir,

Sub: **Intimation - CEO track forum of virtual 16th Annual Global Investor Conference (AGIC)**

This has reference to Regulation 30(6) read with Para-A of Part-A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('the Regulations').

In accordance with the said Regulation(s), an Invitation received for 'CEO track forum of first virtual 16th Annual Global Investor Conference' (AGIC) organised by Motilal Oswal Financial Services Limited, on Monday, August 24, 2020 @ 16:00 hrs IST, by way of Tele-conference.

Presentation is attached.

Thanking You

Yours faithfully,
For UNITED BREWERIES LIMITED

GOVIND IYENGAR

Senior Vice President - Legal &
Company Secretary

24th Aug - 04th Sept, 2020

6 August 2020

Mr. Rishi Pardal
MD & CEO
United Breweries Ltd

INVITATION: CEO Track, 16th Annual Global Investor Conference, 2020**Dear Mr. Pardal,**

India's journey to the 'New Normal' is gradually taking shape as the country prepares itself for the post-COVID world. The current situation is not just a crisis but also an opportunity to bring about some structural reforms. The idea – Self-Reliant India – empowers each section of the economy to take large, meaningful strides and aspire for more inclusive growth. Corporate India too is preparing to make the most of this opportunity. Equity markets have also bounced back from their lows and aligned well with the new opportunities emanating from the 'New Normal'.

United Breweries presents one of the most attractive long term investment opportunities in the Indian consumer space. Notably, the company also had its best couple of years in its history over FY17-FY19, with strong earnings growth and even more impressive improvement in return ratios. However, the operating environment, because of various external factors has become a lot tougher since then. This is particularly true in current scenario leading to pressure on near to medium term growth outlook. Even as you have taken over in the middle of this challenging environment, existing and potential longer term investors would like an elucidation of your thoughts on the outlook for the business and the strategies that the company is adopting to tackle the ongoing tough environment and the expected benefits of these measures.

In this context, it gives us immense pleasure to invite you to the **CEO track forum of our first virtual 16th Annual Global Investor Conference (AGIC)**, to share your perspective on the growth ahead. AGIC- India's pre-eminent Investor Conference – goes digital this year with two weeks of exciting and insightful corporate engagements for our investors across the globe. **Our Conference will be held over 24th August – 4th September, with CEO Track being scheduled over 24th August – 28th August via webinar.**

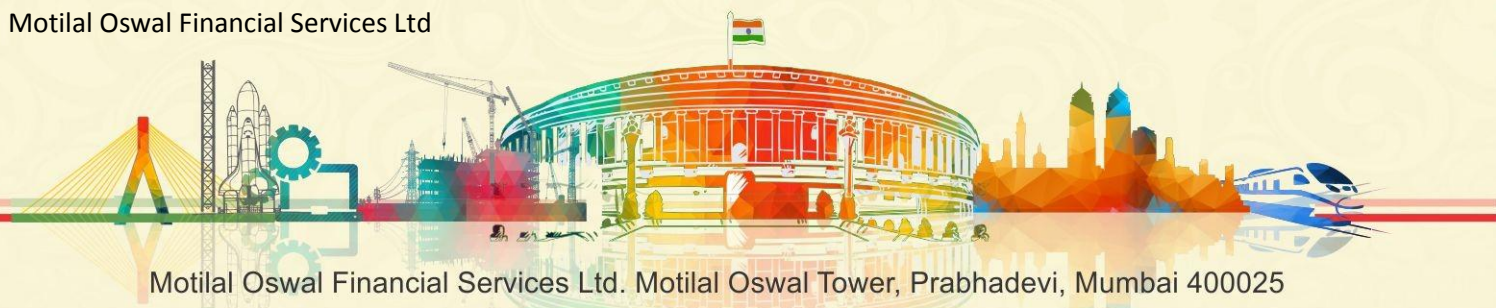
Our Conference over the past several years has been the best rated in conferences with an achieved distinction, with CEO Track being consistently recognized as an exclusive congregation of the tallest business & thought leaders in the country.

We look forward to hosting you and awaiting your confirmation for the same.

Thanking you,



Raamdeo Agrawal
Chairman
Motilal Oswal Financial Services Ltd



Managing Growth in the New Normal

United Breweries Ltd.

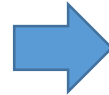
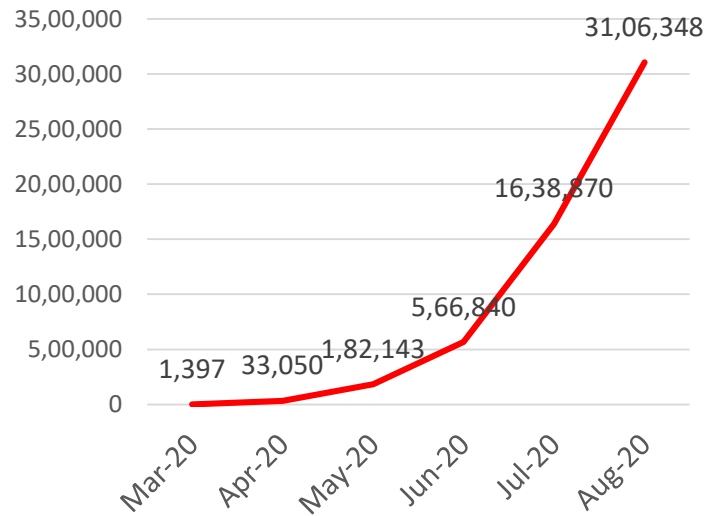
2020

Rishi Pardal, MD - UBL

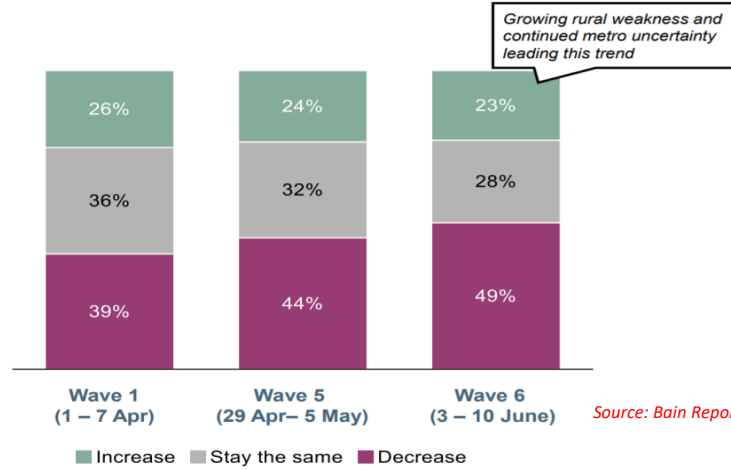


Severe COVID Impact

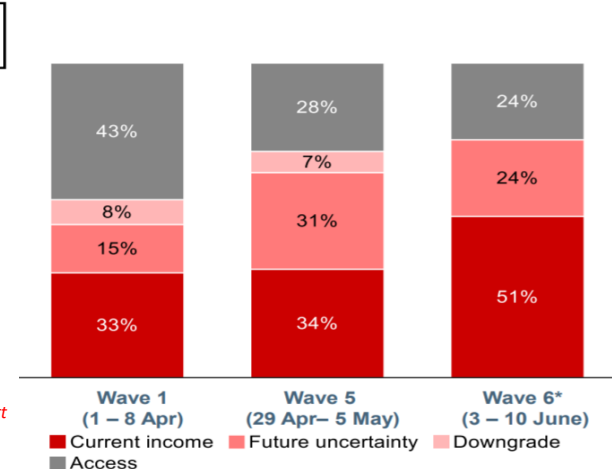
Cumm. COVID cases



Change in household consumption by week (% of households)



Drivers of decrease in consumption (% of households)



Job losses among salaried employees likely to get worse: CMIE's Mahesh Vyas

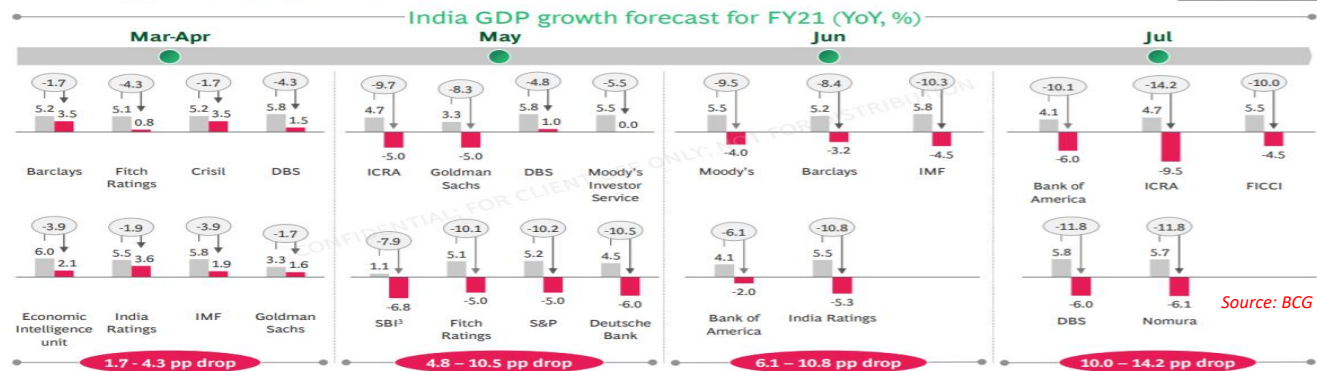
The number of salaried people who have lost their jobs amid the Covid-19 pandemic has now surged to 18.9 million

Indian GDP growth forecasts continuously being revised downwards over the last few months amidst uncertainty around economic recovery

Data as of 27 Jul; Estimates likely to be revised further

ECONOMIC GDP FORECASTS

NON - EXHAUSTIVE



1. Pre-lockdown forecasts were made during Feb-2020/early Mar-2020; 2. Post-lockdown forecasts refer to forecasts made between 25-Mar to 22-Jul-2020
3. Pre-lockdown forecast for SBI is as of 16-Apr-2020
Source: Analysts reports, BCG analysis



Exacerbated impact on AlcoBev Industry

Physical lockdown : closure of all outlets from March 24th up to May 4th

Coronavirus lockdown 2.0: Alcohol shops to continue to remain closed

Coronavirus lockdown extension: The Ministry of Home Affairs said that to ensure social distancing the authorities should encourage home delivery

BusinessToday.In | April 25, 2020 | Updated 11:03 IST



Coronavirus lockdown: MHA said bars would remain closed

Higher Taxation

Liquor sales decline up to 60% in May-June in states with high Corona cess: Report

By: PTI | Updated: Aug 02, 2020 7:41 PM

While, states as Arunachal Pradesh, Meghalaya, Rajasthan, West Bengal, Kerala and Jharkhand, which had imposed a COVID-cess between 15-50 per cent reported an average decline of 34 per cent in sales.



Advertisement

Open
FREE DEMAT
& TRADING ACCOUNT
INSTANTLY
Low Brokerage
Quick and Hassle Free
10 Paperwork
Human Conla
Register Now

Continuing closure of Bars

Shut for four months, 10% Gurugram bars surrender licences

Bagish Jha | TNN | Updated: Aug 15, 2020, 08:54 IST



Ad

Copper bottles by Milton for safe hydration - Buy Now
Milton



GURUGRAM: Bars and restaurants in the city are struggling to stay afloat due to the pandemic. With little hope of revival of business in the coming months, nearly 10% of these establishments have submitted applications to surrender their licence in the



Looking Ahead



Short Term Imperatives:

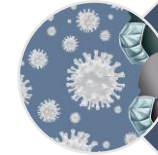
Piloting Through the Situation



Keeping Employees Safe



Continue Consumer Engagement



Re-Configuring Operations for COVID Compliance



Cost Control



Cash Management

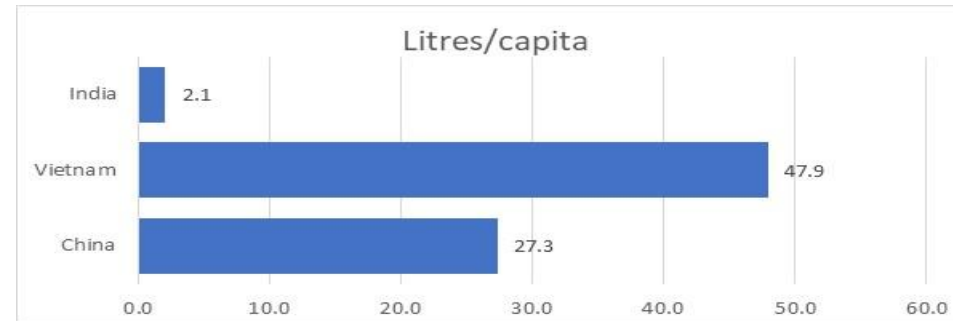


Agile Response Systems

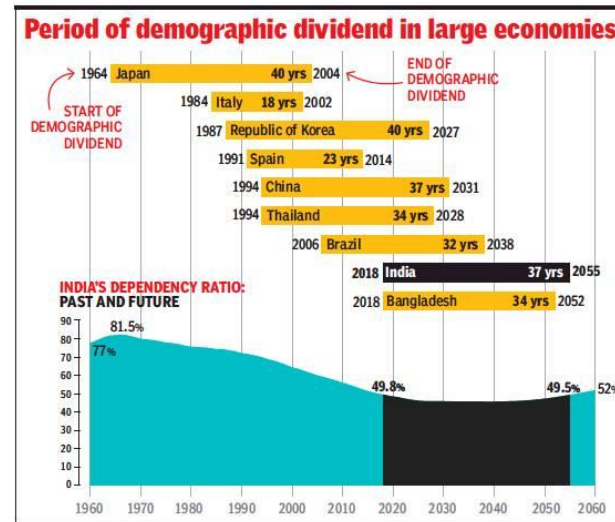


Market Potential Intact

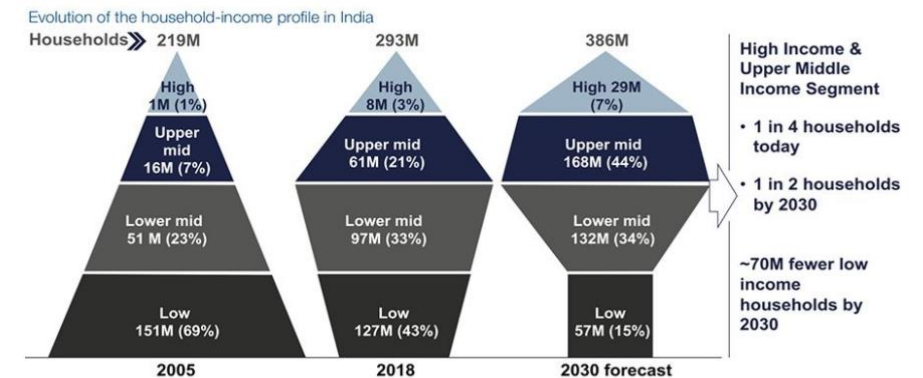
Under-penetrated category



Favourable demographics



Secular rise in prosperity



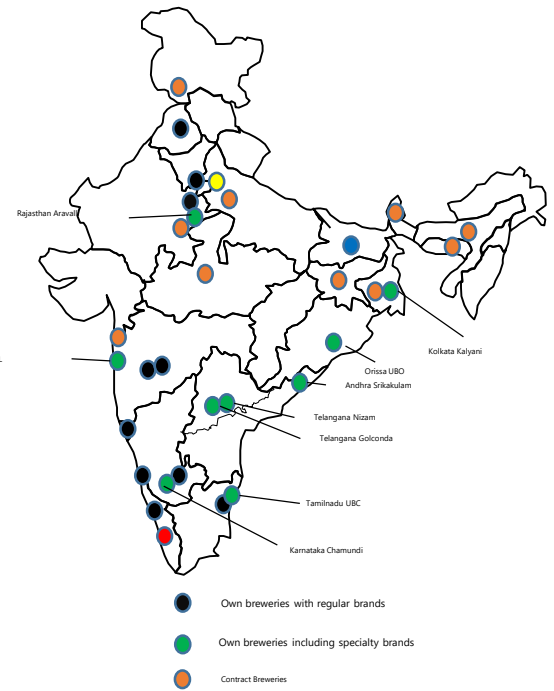
Source: Bain; ET



UBL Best Poised to Unlock Market Potential

- Strong brands
- National presence
- Robust Balance Sheet
- Expertise & Capability

THE ICONIC TASTE YOU CAN TRUST.



kingfisherworld Have a sip and be a vocal supporter forever! #Local #Vocal #ProudToBeIndian

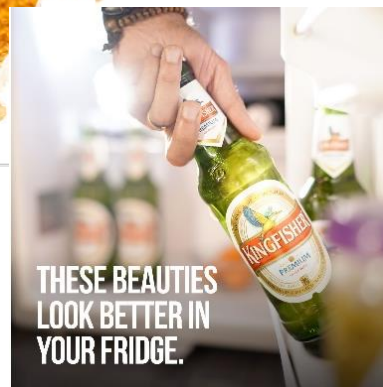


Unlocking the Potential



New usage occasions :
Driving Beer consumption
@ Home

Grow
the
Category

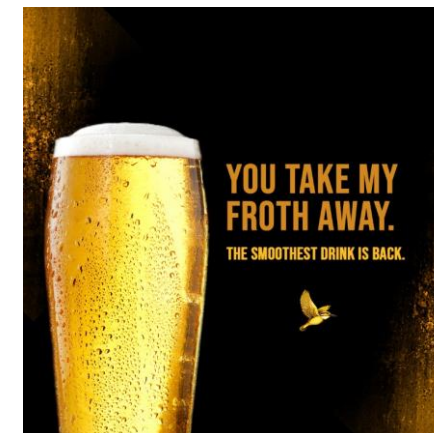


THESE BEAUTIES
LOOK BETTER IN
YOUR FRIDGE.



IF ONE IS
GOOD, MORE
MUST BE
BETTER.

Premiumising the Portfolio :
Variety & Fresh
Witbier, Ultra Draught



YOU TAKE MY
FROTH AWAY.
THE SMOOTHEST DRINK IS BACK.



AN ULTRA A DAY
IS THE SMOOTHEST WAY.



Sharp Channel Focus

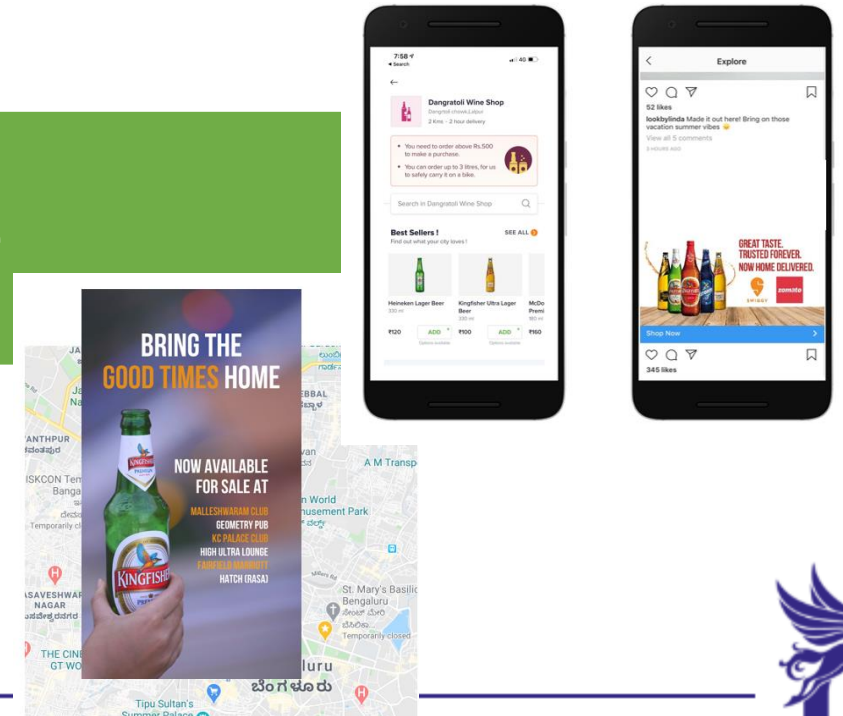
Partnering Bars

Driving OnPremise Traffic

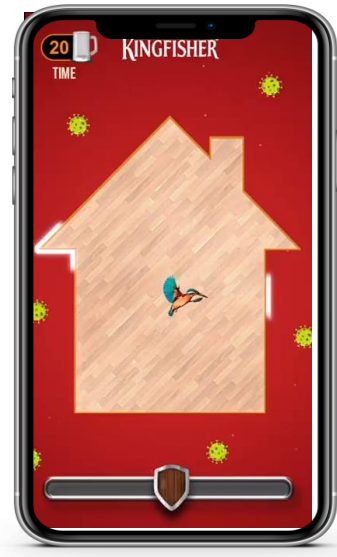


Penetrate Online

Leveraging eComm/
Home delivery



Continue to build & leverage Kingfishers equity & aspirational status



kingfisherworld Have a sip and be
a vocal supporter forever! #Local
#Vocal #ProudToBeIndian



Drive home portfolio advantage: Address entire range of consumer preferences through Heineken, Ultra, Storm, Amstel, International Brands, Regional Brands

**Strengthen
Leadership
Across
Segments**



Drive Policy Rationalization



Overall Taxation Levels



Relative Taxation of Beer vs Spirits



Availability: Opening Additional Channels



Agile & Lean



Relentless Focus on Cost
Optimisation




Strategic Sourcing



Leveraging Digital Ways of Working





Although the road
ahead is long and
rocky, we feel the
Good Times will
eventually return!

Thank You!

