

# FirStart Inc.

REGISTERED ADDRESS : MILL MALL, SUITE 6, WICKHAMS CAY 1, PO BOX 3085, ROAD TOWN, TORTOLA, BVI  
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April 11, 2016

The Department of Corporate Services  
**BSE Limited**  
1st Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort, Mumbai 400 001

The Secretary  
**National Stock Exchange of India Limited**  
Compliance Department  
Exchange Plaza, Bandra Kurla Complex  
Bandra [E], Mumbai 400 051

Dear Sir,

**Sub: Disclosure of Shareholding and Voting Rights in a Listed Company**

In terms of Notification No. LAD-NRO/GN/2011-12/24/30181 dated September 23, 2011, we hereby furnish the details of shareholding and voting rights in United Breweries (Holdings) Limited as on **March 31, 2016**.

Kindly treat this as compliance under Regulation 30 (2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

Thanking You

Yours faithfully,  
**For Firstart Inc**

  
**Director**

Encl: as above

cc: United Breweries (Holdings) Limited  
UB Tower, Level 12, UB City,  
No.24, Vittal Mallya Road  
Bangalore 560 001

**Annexure -1**

**Format for Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part A- Details of Shareholding**

|   |                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                           |                                                 |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------|
| 1 | Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                      | <b>UNITED BREWERIES (HOLDINGS) LIMITED</b>                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                           |                                                 |
| 2 | Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                               | BSE Limited<br>The National Stock Exchange of India Limited                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                           |                                                 |
| 3 | Particulars of shareholder(s):<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC | N.A.                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                           |                                                 |
|   | <b>or</b>                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                           |                                                 |
|   | b. Name(s) of promoter(s), member of the promoter group and PAC with him.                                                                                                                                                                                                                                                            | <b>FirStart Inc.</b><br>Watson Limited<br>Ganapathy Mallya Investments Private Limited<br>Dr. Vijay Mallya & his relatives<br>Mallya Private Limited<br>Kamsco Industries Private Limited<br>The Gem Investment & Trading Company Private Limited<br>Pharma Trading Company Private Limited<br>Devi Investments Private Limited<br>Vittal Investments Private Limited<br>Rossi & Associates Private Limited<br>VJM Investments Private Limited<br>McDowell Holdings Limited |                                                           |                                                 |
| 4 | Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                  | Number of shares                                                                                                                                                                                                                                                                                                                                                                                                                                                            | % w.r.t. total share / voting capital wherever applicable | % of total diluted share / voting capital of TC |
|   | As of March 31, 2016, holding of:                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                           |                                                 |
|   | a) <b>Shares:</b>                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                           |                                                 |
|   | FirStart Inc.                                                                                                                                                                                                                                                                                                                        | 2,821,518                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 4.22                                                      | N.A.                                            |
|   | Watson Limited                                                                                                                                                                                                                                                                                                                       | 14,159,986                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 21.19                                                     | N.A.                                            |
|   | Dr. Vijay Mallya & his relatives                                                                                                                                                                                                                                                                                                     | 5,284,978                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 7.91                                                      | N.A.                                            |
|   | Mallya Private Limited                                                                                                                                                                                                                                                                                                               | 2,418,100                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3.62                                                      | N.A.                                            |
|   | Kamsco Industries Private Limited                                                                                                                                                                                                                                                                                                    | 2,418,100                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3.62                                                      | N.A.                                            |
|   | The Gem Investment & Trading Company Private Limited                                                                                                                                                                                                                                                                                 | 1,066,184                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 1.60                                                      | N.A.                                            |
|   | Pharma Trading Company Private Limited                                                                                                                                                                                                                                                                                               | 519,818                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.78                                                      | N.A.                                            |
|   | Devi Investments Private Limited                                                                                                                                                                                                                                                                                                     | 459,412                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.69                                                      | N.A.                                            |
|   | Vittal Investments Private Limited                                                                                                                                                                                                                                                                                                   | 101,508                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.15                                                      | N.A.                                            |
|   | Rossi & Associates Private Limited                                                                                                                                                                                                                                                                                                   | 463,674                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 0.69                                                      | N.A.                                            |
|   | McDowell Holdings Limited                                                                                                                                                                                                                                                                                                            | 5,260,002                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 7.87                                                      | N.A.                                            |
|   | VJM Investments Private Limited                                                                                                                                                                                                                                                                                                      | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 0.00                                                      | N.A.                                            |
|   | Ganapathy Mallya Investments Private Limited                                                                                                                                                                                                                                                                                         | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 0.00                                                      | N.A.                                            |
|   | b) Voting Rights (otherwise than by shares)                                                                                                                                                                                                                                                                                          | Nil                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Nil                                                       | N.A.                                            |
|   | c) Warrants                                                                                                                                                                                                                                                                                                                          | Nil                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Nil                                                       | N.A.                                            |
|   | d) Convertible Securities                                                                                                                                                                                                                                                                                                            | Nil                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Nil                                                       | N.A.                                            |
|   | e) Any other instrument that would entitle the holder to receive shares in the TC                                                                                                                                                                                                                                                    | Nil                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Nil                                                       | N.A.                                            |
|   | <b>Total (a) + (b) + (c) + (d) + (e)</b>                                                                                                                                                                                                                                                                                             | <b>34,973,280</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>52.34</b>                                              | <b>N.A.</b>                                     |

**Note:**

**The names of the persons disclosed under Part B of the disclosure are Promoters forming part of the Promoter Group and not PACs**

**For FirStart Inc**

**Director**

**Date 11.4.2016**