



**November 25, 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 with Para B of Part A of Schedule III of the SEBI Listing Regulations, we wish to inform that 'Heineken Silver' will be available in 'New Delhi' with effect from November 25, 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, SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated December 31, 2024, and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2025/25 dated February 25, 2025, are stated below.

| <b><u>Sr. No.</u></b> | <b><u>Particulars</u></b>  | <b><u>Description</u></b>   |
|-----------------------|--|---|
| 1.                    | Name of the Product  | Heineken Silver   |
| 2.                    | Date of Launch   | November 25, 2025   |
| 3.                    | Category of the Product  | Premium Mild Lager  |
| 4.                    | Whether it caters to domestic/<br>international market                               | The current launch is focused on catering to domestic market only |
| 5.                    | Name of the countries in which the product<br>is launched (in case of international) | Not Applicable  |

A copy of the Press Release regarding the product launch is also enclosed herewith and will also be made available on the Company's website at [www.unitedbreweries.com](http://www.unitedbreweries.com)

Kindly take the same on your record.

Thanking you,

For UNITED BREWERIES LIMITED

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**NIKHIL MALPANI**  
Company Secretary & Compliance Officer

Encl: As above



## **Heineken® Silver Now Available in New Delhi**

**New Delhi, India – November 25, 2025** – United Breweries Limited (UBL), part of the HEINEKEN Company, announced the launch of Heineken® Silver in New Delhi. The introduction of this iconic variant across bars and retail outlets marks a significant milestone in Heineken’s expansion in India.

In recent years, consumer preferences have shifted towards international premium mild beers, driven by a desire for refined and high-quality experiences. Heineken® Silver, with its crisp, refreshing taste and exceptionally smooth finish, is crafted for consumers seeking easy enjoyment without compromising on flavour.

Vikram Bahl, Chief Marketing Officer, United Breweries Limited, said, “Bringing Heineken® Silver to New Delhi marks an important step in growing the premium beer category in India. Consumers today seek smoother and lighter beers, and Heineken® Silver delivers exactly that with its smooth and refreshing taste. With Delhi’s young, energetic and social crowd, this beer truly matches the spirit of the city. We’re excited for consumers to try it, enjoy it and make it part of their social experiences.”

Heineken® Silver is now available in New Delhi and priced at INR 155 for a 330ml bottle, INR 180 for a 500ml can, and INR 305 for a 650ml bottle.

### **About United Breweries Ltd**

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, Heineken® Original and Heineken® Silver, Amstel Grande, and Heineken®0.0, Kingfisher Premium Packaged Drinking Water and Kingfisher Soda.

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