



January 28, 2026

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 'Kingfisher Super Smooth Strong Premium Beer' will be available in 'Karnataka' with effect from January 28, 2026.

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.

Sr. No.	Particulars	Description
1.	Name of the Product	Kingfisher Super Smooth Strong Premium Beer
2.	Date of Launch	January 28, 2026
3.	Category of the Product	Strong Beer
4.	Whether it caters to domestic/international market	The current launch is focused on catering to 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 also 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



Kingfisher Smooth launches in Karnataka, expanding Kingfisher's Mainstream Strong Beer Portfolio

Bengaluru, January 28, 2026: United Breweries Limited (UBL), part of the HEINEKEN Company, today announced the launch of Kingfisher Smooth in Karnataka. A strategic innovation within the Kingfisher portfolio, the new product strengthens the brand's presence in the mainstream strong beer segment.

The launch in Karnataka, one of India's largest beer markets, marks an important step in expanding Kingfisher's presence in the category. Strong urban consumption, especially in Bengaluru, along with a favourable beer culture, makes Karnataka a key market for the roll-out. This follows the encouraging early consumer response to Kingfisher Smooth in Rajasthan.

Developed for younger legal age drinking consumers who prefer a smoother and more approachable beer experience, Kingfisher Smooth delivers a balanced profile without compromising on taste. Brewed using imported hops and with no added sugar, it offers a clean, smooth taste while retaining the strength preferred by strong beer consumers.

Speaking on the launch, **Vivek Gupta, Chief Executive Officer, United Breweries Limited**, said, *"Karnataka and Bengaluru in particular, has been home to Kingfisher and played a key role in shaping both the brand and India's beer culture. Building on the encouraging early response to Kingfisher Smooth in Rajasthan, the launch in Karnataka marks a natural next step as we scale the brand in an important market for us. Kingfisher Smooth strengthens our mainstream portfolio and is an outcome of consumer insights, research and testing, bringing together a superior brew and packaging designed to broaden choice for today's beer drinkers."*

While Kingfisher Strong remains the benchmark for a classic, full-bodied beer, Kingfisher Smooth expands the flagship brand's portfolio, reinforcing UBL's commitment to innovation and consumer centricity. Kingfisher Smooth will be available across leading retail outlets in Karnataka and will be priced at INR 100 for a 330 ml can, INR 120 for a 330 ml bottle, INR 155 for a 500 ml can, and INR 200 for a 650 ml bottle.

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