



March 31, 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 Smooth Strong Premium Beer' will be available in 'Maharashtra' with effect from March 31, 2026.

The details of the said product launch as required under SEBI Listing Regulations read with SEBI Master Circular HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 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 Smooth Strong Premium Beer
2.	Date of Launch	March 31, 2026
3.	Category of the Product	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 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



United Breweries Limited Launches Kingfisher Smooth launches in Maharashtra, expanding Kingfisher's mainstream strong beer portfolio

Maharashtra, March 31, 2026: United Breweries Limited (UBL), part of the HEINEKEN Company, today announced the launch of Kingfisher Smooth in Maharashtra. A strategic addition to the Kingfisher portfolio, the new variant strengthens the brand's presence in the mainstream strong beer segment as the company gears up for the peak consumption period.

The launch marks a key step in scaling Kingfisher Smooth across high-growth markets. Maharashtra, with its strong retail network and large consumer base, offers a significant opportunity for expansion. This follows the encouraging early consumer response to Kingfisher Smooth in Rajasthan and Karnataka.

Developed for consumers seeking a smoother and more approachable beer experience, Kingfisher Smooth offers a balanced profile without compromising on taste. Brewed using imported hops and with no added sugar, it delivers a clean, smooth finish while retaining the strength preferred by strong beer consumers, making it well-suited for relaxed occasions.

Speaking on the launch, **Vikram Bahl, Chief Marketing Officer, United Breweries Limited**, said, "With Kingfisher Smooth, we are responding to a clear consumer shift towards beers that offer a unique blend of taste and strength. With its smooth profile, we believe Kingfisher Smooth will resonate across a range of social occasions, making it well-suited for relaxed moments with friends." Kingfisher Smooth expands the flagship brand's portfolio alongside Kingfisher Strong, offering greater choice within the strong beer segment. The product is currently available across leading retail outlets in Mumbai and Pune and will be rolled out across Maharashtra from April. It will be priced at INR 125 for a 330 ml bottle, INR 120 for a 330 ml can, 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 Smooth, 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.
