



UNITED BREWERIES LIMITED

October 12, 2018

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|---------------------|---|
| 1. BSE Limited | 2. National Stock Exchange of India Limited |
| Floor 25, PJ Towers | Exchange Plaza |
| Dalal Street | Bandra Kurla Complex, Bandra (E) |
| Mumbai – 400 001 | Mumbai – 400 051 |

Dear Sir,

Sub: New line of business and Product Launch - “Kingfisher Radler, Non – Alcoholic Beverage”.

United Breweries Limited (UBL/the Company) is pleased to announce that it has forayed into new line business viz., non-alcoholic beverages segment with the launch of “**Kingfisher Radler**”, a non-alcoholic beverage which will enable UBL to enter into a larger retail universe. This new product will be produced out of our existing facilities at Naubatpur, Patna. We attach herewith requisite details (**Annexure 1**) and press release made in this regard (**Annexure 2**).

This may kindly be treated as our compliance in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking You,

Yours faithfully,

For UNITED BREWERIES LIMITED

GOVIND IYENGAR

Senior Vice President – Legal &
Company Secretary

Encl.: As above.



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Annexure – 1

Details pursuant to SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015

Adoption of new line(s) of business:

a)	Industry or area to which the new line of business belongs to	Non Alcoholic Beverages
b)	Expected benefits	Larger retail universe and consumer base by offering malt based non – alcoholic beverage. UBL will be a pioneer in India with such product range.
c)	Estimated amount to be invested	Rs.12 Crores (approx.)

New Product Launch:

a)	Name of the product	Kingfisher Radler, Non – Alcoholic Beverage
b)	Date of launch	09.10.2018
c)	Category of the product	Carbonated (malt based) Non - Alcoholic beverage
d)	Whether caters to domestic / international market	Domestic market
e)	Name of the countries in which the product is launched (in case of international)	Not applicable

Registered & Corporate Office : UB Tower, UB City, # 24, Vittal Mallya Road, Bengaluru - 560 001, INDIA

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Corporate Identity Number : L36999KA1999PLC025195, Web Site : www.unitedbreweries.com, Email : ublcorporate@ubmail.com



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Annexure – 2

Press Release

The Good Times lands in Gujarat with Kingfisher Radler

United Breweries Limited now announces its foray into the non-alcoholic beverage segment with the launch of **Kingfisher Radler** in Ahmedabad, Gujarat. Kingfisher Radler, brings a new outlook to the soft drink category, a 100% natural drink that contains 30% less sugar than carbonated soft drinks. Every sip is a perfect blend of fresh barley malts and natural lemon juice.

The introduction of Radler caters to a segment of health-conscious, young adults who are on the lookout for a refreshing new alternative. The launch of Kingfisher Radler marks another major milestone into the UBL product portfolio, after the successful launch of brands such as Kingfisher Storm and Amstel, strengthening its ability to cater to emerging different consumer segments.

Commenting on the occasion, Mr. Ramesh Visvanathan, Chief New Business Officer, United Breweries Limited, said, "United Breweries is widening its product portfolio and addressing new consumers and new consumption occasions. This product category, malt based non-alcoholic beverage, is growing fast in Europe and we are pioneering the effort in India. The product would be made widely available across outlets carrying soft drinks, through our new distribution network for non-alcoholic beverages."

The brand's 360-degree communication will dramatize Kingfisher's historic entry into 'Non-Alcohol' moments and settings. Especially high on the list is a series of light-hearted, compelling TV commercials, fizzing with freshness.

Kingfisher Radler will be available in three refreshing flavours - Lemon, Ginger-Lime and Mint-Lime. The product will be in two classic formats - a 300 ml can and a 300 ml glass bottle, with a conveniently-designed ring-pull cap and a striking packaging design. The 300 ml Cans will be priced at Rs.45/-.

As part of its test-launch strategy, Kingfisher Radler will be launched in United Breweries' home state of Karnataka; and for the first time ever in the state of Gujarat.
