



UNITED BREWERIES LIMITED

April 23, 2012

BOMBAY STOCK EXCHANGE LIMITED
CORPORATE RELATIONSHIP DEPARTMENT
1ST FLOOR, NEW TRADING RING, ROTUNDA BLDG.,
P J TOWERS, B S MARG, DALAL STREET, FORT
MUMBAI – 400 001

Dear Sirs,

Sub: Press Release

Please find attached herewith a copy of Press Release issued by the Company on crossing a sale of 100 million cases in the Financial year 2011-12. This is for your information and record.

Thanking you,

Yours faithfully,

For United Breweries Limited,

Guido de Boer
Director & Chief Financial Officer

cc: National Stock Exchange of India Ltd., and
Bangalore Stock Exchange Ltd.



PRESS RELEASE

Kingfisher achieves the historic milestone of 100 million cases in FY 2011-12

Bangalore, April 20, 2012

The legendary beer brand 'Kingfisher' from the house of United Breweries, has created history by achieving the significant milestone of **100 million cases** sold in the financial year 2011-12. A fantastic achievement in the history of the Indian beer industry, this success has been made possible by both **Kingfisher Premium** and **Kingfisher Strong**.

United Breweries Limited is going from strength to strength with a market share that now stands at over 50%. The ubiquitous Kingfisher brand is by far the largest selling beer brand in India.

Kingfisher Strong, India's largest selling beer, further consolidated its leadership position by registering record volumes, while **Kingfisher Premium** continued its dominance in the mild beer segment.

Commenting on this momentous occasion, **Mr. Kalyan Ganguly, Managing Director, United Breweries Ltd.** said, "Brand Kingfisher is today considered an icon of a new, vibrant and emerging India. This magnificent feat is the result of the unwavering loyalty of our consumers, the unflinching support of our customers and the hard work of our team members. We thank them for realizing our dreams and for pushing the boundaries of achievement. We look forward to even bigger achievements in the future. "

About Kingfisher Premium:

Kingfisher Premium is a flagship brand from United Breweries Ltd. It is a lifestyle brand associated with fun, style, fashion and sports. Currently available in over 50 countries, the brand has won many international awards for its brew, packaging and advertising

About Kingfisher Strong:

Kingfisher Strong was launched in 1999 to cater to the growing Strong Beer segment in the country. It is the fastest growing beer brand in the country and has been instrumental in growing the volumes and profitability for United Breweries Ltd. Today Kingfisher Strong is India's largest selling beer brand.



Kingfisher Strong combines the unique taste and quality of Kingfisher in a Strong Beer and is positioned on a similar platform as the mother brand – Kingfisher. The tagline used to communicate the positioning platform is "Same Taste, Extra Dum". Kingfisher Strong symbolizes the values of strength, style, youthfulness, power & machoism.

Note to editors:

United Breweries Limited has an association with brewing dating back over nine decades, starting with 5 breweries in South India in 1915. Over the years the company has grown to become the undisputed 'King' in the Indian beer market. United Breweries Limited today boasts of an impressive spread of own and contract manufacturing facilities throughout the country.