



UNITED SPIRITS

September 24, 2013

1. Bangalore Stock Exchange Limited
(Scrip Code: McDowell)
No. 51, Stock Exchange Towers,
1st Cross, J.C. Road, Bangalore – 560 027.
2. National Stock Exchange of India Limited
(Scrip Code: MCDOWELL-N)
Exchange Plaza, C-1, Block G
Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.
3. BSE Limited
(Regular Office & Corporate Relations Dept-Scrip Code: 532432)
Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001.

Dear Sirs,

Sub: Board Meeting held on September 24, 2013

This is to inform you that the Board of Directors at their meeting held today have appointed Mr. Anand Kripalu as Chief Executive Officer Designate. Mr. Kripalu will assume charge as Managing Director and Chief Executive Officer on the expiry of the term of Mr. Ashok Capoor, the present Managing Director of the Company.

Mr. Kripalu is a B.Tech from IIT, Madras and MBA from IIM, Calcutta and has done an Advanced Management Program in Wharton Business School. Mr. Kripalu has over 30 years of experience in FMCG business.

Mr Capoor, on expiry of his term as Managing Director, will assume the role of President, Strategy of the Company.

A Press Release in this regard is enclosed.

This communication may kindly be treated as compliance in terms of Clause 36 and other applicable Clauses of the Listing Agreement.

Thanking you,

**Yours faithfully,
For UNITED SPIRITS LIMITED**

**V.S.VENKATARAMAN
COMPANY SECRETARY**

Encl:

United Spirits Limited

Registered Office : 'UB Tower', # 24, Vittal Mallya Road, Bangalore - 560 001, India.

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www.unitedspirits.in



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PRESS RELEASE

24 September 2013

United Spirits Limited (USL) appoints CEO-Designate

USL today announced that Anand Kripalu will be appointed CEO-Designate of USL with effect from 1 October 2013. Anand will officially become Managing Director and CEO on 1 May 2014, succeeding Ashok Capoor, currently President and Managing Director of USL.

Anand Kripalu was formerly President, India and South Asia, at Mondelez International. In this position, Anand played a key role in leading Mondelez after the Cadbury acquisition by Kraft in India. He presided over eight years of continuous growth and helped the India business earn status as one of India's Most Admired Companies in 2012 and #3 Most Admired FMCG Company in 2013. Prior to this, Anand spent 22 years in the Unilever Group where he held various senior sales and marketing roles, achieving double-digit growth for the business during his tenure as Managing Director of Unilever East Africa.

Ashok Capoor will continue his tenure as President and Managing Director of USL until 30 April 2014. Following this, Ashok will be appointed President, Strategy of United Spirits for a year with effect from 1 May 2014. In this role, he will work with Dr Vijay Mallya, Chairman of USL, and Gilbert Ghostine, President, Asia Pacific, Diageo PLC.

Dr Vijay Mallya, Chairman of USL, and Gilbert Ghostine, President, Asia Pacific, Diageo PLC, commented:

"We would like to thank Ashok for his many years of leadership in bringing USL to its market leading position today. In his future position as President, Strategy of USL, Ashok will play a critical role in shaping and driving the new USL-Diageo partnership, spearheading new projects planned to create more value for both companies. We greatly look forward to his continued contribution.

We are also delighted that Anand is joining USL. Anand brings with him an outstanding track record of over 30 years in building, leading and transforming businesses in the FMCG sector. His extensive leadership experience and expertise in emerging markets make him a strong asset to the future growth of the business in India and both USL and Diageo brands. We look forward to working closely together to take the business to even greater heights."