

21 AUGUST, 2014

1. National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051
2. Bombay Stock Exchange Limited
Floor 25, P J Towers
Dalal Street,
Mumbai - 400 001
3. Bangalore Stock Exchange Limited
No.51, "Stock Exchange Towers"
1st Cross, J.C.Road,
Bangalore - 560 027
4. United Breweries Limited,
UB Towers, UB City
24, Vittal Mallya Road
Bangalore - 560 001

Dear Sir,

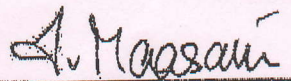
Sub: Disclosures in compliance with Regulation 29(1) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations, 2011 and with Regulation 13 (4A) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992.

In accordance with the requirement of Regulation 29(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers), Regulations, 2011 and Regulation 13 (4A) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992, we enclose our disclosure(s) of acquisition in the prescribed format.

We request you to kindly take the above on record and do the needful.

Thanking you,

For Heineken International B.V.


Director / Authorized Signatory

Encl : As above

FORM D

*Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulations 13(4), 13(4A) and 13(6)]*

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company.

Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/Officer	No. & % of shares/voting rights held by the Promoter/Person who is part of the Promoter Group/Director/Officer	Date of receipt of allotment of shares/voting rights	Date of intimation to company	Mode of acquisition (market purchase/public rights/preferential offer etc.)/sale	No. & % of shares/voting rights post acquisition/sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value	Sell Quantity	Sell Value
Heineken International B.V. PAN: AACCH5390 M. Address: Tweede Wateringplantsoen 21 1017 ZD Amsterdam The Netherlands	3,985,770 equity shares aggregating to 1.51%	August 21, 2014	August 21, 2014	Market purchase - acquisition of equity shares of McDowell Holdings Limited in United Breweries Limited on the block trade window of the Bombay Stock	4,235,770 equity shares aggregating to 1.60%	HSBC Securities and Capital Markets (India) Private Limited, bearing SEBI registration number INB010791730	Bombay Stock Exchange Limited (BSE)	250,000 equity shares of United Breweries Limited	Rs 726 per equity share	N.A.	N.A.

Format for disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

1. Name of the Target Company (TC)	United Breweries Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	1. Heineken International B.V. Persons Acting in Concert (PAC) 1. Dr. Vijay Mallia 2. Dr. Vijay Mallia and Sidhartha V Mallia 3. Dr. Vijay Mallia and Ritu Mallia 4. United Breweries (Holdings) Limited 5. McDowell Holdings Limited 6. Kamsco Industries Pvt. Limited 7. Pharma Trading Company Pvt. Limited 8. Gem Investment & Trading Co. Pvt. Limited 9. Mallia Pvt. Limited 10. Devi Investment Pvt. Limited 11. Vittal Investment Pvt. Limited 12. Heineken UK Limited 13. UB Overseas Limited 14. United Spirits Limited 15. Scottish & Newcastle India Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited, National Stock Exchange of India Limited and Bangalore Stock Exchange Limited		
5. Details of the acquisition as follows:	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC(**)
<u>Before the acquisition under consideration, holding of acquirer along with PACs of:</u>			
(a) Shares carrying voting rights	19,78,34,670	74.82%	Not Applicable
(b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)			Not Applicable
(c) Voting rights (VR) otherwise than by equity shares			Not Applicable

(d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	-	-	Not Applicable
(e) Total (a+b+c+d)	19,78,34,670	74.82%	Not Applicable
<u>Details of acquisition</u>			
(a) Shares carrying voting rights acquired	250,000	0.09%	Not applicable
(b) VRs acquired otherwise than by equity shares	-	-	Not applicable
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	-	-	Not applicable
(d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	-	-	Not applicable
(e) Total (a+b+c+/-d)	250,000	0.09%	Not applicable
<u>After the acquisition, holding of acquirer along with PACs of:</u>			
(a) Shares carrying voting rights	19,78,34,670	74.82%	Not applicable
(b) VRs otherwise than by equity shares	-	-	Not applicable
(c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	-	-	Not applicable
(d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)	-	-	Not applicable
(e) Total (a+b+c+d)	19,78,34,670	74.82%	Not applicable

6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance etc).	Sale of shares on the block trade window of the Bombay Stock Exchange Limited
7. Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Equity shares
8. Date of acquisition of / date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC	Date of Sale of Shares: 21 August 2014
9. Equity share capital / total voting capital of the TC before the said acquisition	26,44,05,149 Equity shares of Re. 1 (Divided into 26,44,05,149 Equity Shares of face value Re. 1 each)
10. Equity share capital/ total voting capital of the TC after the said acquisition	26,44,05,149 Equity shares of Re. 1 (Divided into 26,44,05,149 Equity Shares of face value Re. 1 each)
11. Total diluted share/voting capital of the TC after the said acquisition.	26,44,05,149 Equity shares of Re. 1 (Divided into 26,44,05,149 Equity Shares of face value Re. 1 each)

For HEINEKEN INTERNATIONAL B.V.

Place: *Amsterdam*
Date: *21 August 2014*

J. Maas
Director / Authorized Signatory

Note :

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

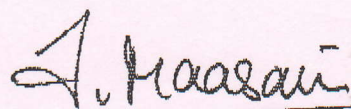
(**) Diluted shares/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(***) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

For HEINEKEN INTERNATIONAL B.V.

Place:
Date:

Amsterdam
21 August



Director / Authorized Signatory