



March 07, 2024

To,
Department of Corporate Services,
BSE Limited
Floor 25, P J Towers
Dalal Street
Mumbai – 400001
Scrip Code: 532478

Department of Corporate Services
National Stock Exchange of India Ltd.,
Exchange Plaza, Bandra Kurla Complex
Bandra (East)
Mumbai - 400051
Scrip Code: UBL

Sub: **Intimation of Product Launch under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')**

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III Part A Para B of the Listing Regulations, we wish to inform that Company has today launched in Karnataka market, new brand viz., '**Kingfisher Ultra Max Draught Beer**' in the 'Premium Strong Beer' segment category.

The details of the said product as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CD-PoD-1/P/CIR/2023/123 dated July 13, 2023, are given herein below.

S.N.	Particulars	Description
1.	Name of the Product	Kingfisher Ultra Max Draught Beer
2.	Date of launch	March 07, 2024
3.	Category of the product	Premium Strong Beer
4.	Whether caters to domestic/international market	Domestic Market (in the state of Karnataka)
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable

Copy of the Press Release regarding Product Launch is enclosed herewith and is also available on the website of the Company at www.unitedbreweries.com.

Kindly take the same on your record.

Thanking you,

Yours faithfully,
For UNITED BREWERIES LIMITED

VIVEK GUPTA
Managing Director & Chief Executive Officer
DIN.: 10311134



Kingfisher Ultra Max Raises the Bar with Premium Draught Beer Launch in Karnataka

Bangalore, Karnataka - March 07, 2024 - Kingfisher Ultra Max, renowned for its premium quality and unparalleled taste, is proud to announce the launch of its draught beer in Karnataka. After receiving overwhelming success in Punjab and Chandigarh, Kingfisher Ultra Max is set to elevate the consumer's experience of the discerning audience in Bangalore and Mysore.

Crafted with precision and dedication, Kingfisher Ultra Max Draught Beer embodies the essence of sophistication and luxury. With its unique blend of four handpicked premium malts, roasted to perfection and subjected to a meticulous six-step filtration process, Ultra Max Draught Beer offers a golden brew that is unmatched in taste and strength.

"The launch of Kingfisher Ultra Max Draught Beer in Karnataka marks a significant milestone in our journey," said **Vikram Bahl, Chief Marketing Officer at United Breweries Limited**. "As a brand committed to delivering excellence, we are thrilled to bring our Gold Standard Beer to the discerning audience of Karnataka. With its perfect balance of taste and strength, Ultra Max Draught Beer is set to redefine the drinking experience, offering consumers a premium option for their celebratory occasions."

Targeted towards the younger, sophisticated consumers, Kingfisher Ultra Max Draught Beer aims to cater to the evolving preferences of beer drinkers in Karnataka. With a rising trend in preference for strong premium draught beer among this demographic, Ultra Max Draught Beer is poised to become the beverage of choice for those who seek nothing but the best.

This launch not only expands Kingfisher Ultra Max's footprint in Karnataka but also strengthens United Breweries Limited's (UBL) existing portfolio of draught beers. Joining the ranks of Kingfisher Premium Draught Beer, Ultra Draught Beer, and Ultra Witbier Draught, Kingfisher Ultra Max Draught Beer further solidifies UBL's commitment to innovation and quality.

Kingfisher Ultra Max Draught Beer is now available in over 80 premium outlets across Bangalore and Mysore, offering consumers the opportunity to indulge in the ultimate drinking experience.

About United Breweries:

Bengaluru-headquartered United Breweries Ltd, part of the HEINEKEN group, 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 Ultra, Kingfisher Ultra Max, Kingfisher Ultra Witbier, Kingfisher Storm, Heineken®, Heineken® Silver, Amstel, and Heineken® 0.0., Kingfisher Premium Water, Kingfisher Soda.
