



February 29, 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., '**London Pilsner Strong Beer**' in the 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	London Pilsner Strong Beer
2.	Date of launch	February 29, 2024
3.	Category of the product	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



United Breweries Launches London Pilsner Beer in Karnataka

- New standard for Pilsner beer launch in Karnataka.
- Crafted with European hops and aged for a week at freezing temperatures.
- Refreshing Smooth Strong - Made with European hops.
- Taste of London in Every Sip

India, 29 February 2024 – United Breweries Limited (UBL), part of the HEINEKEN® Company, is delighted to announce the launch of ‘**London Pilsner Strong Beer in Karnataka**’. London Pilsner, crafted with European hops and subjected to a week-long ageing process at sub-zero temperature, represents sophistication and uncompromising quality. By launching London Pilsner in Karnataka, we acknowledge the state's vibrant culture and its discerning taste for Pilsner beverages. Emphasizing the strategic significance of the region as a pivotal market for the brewing industry.

London Pilsner represents more than just beer; it showcases the high quality and the rich brewing history behind it. With its detailed brewing process and attention to detail, it represents the essence of premium craftsmanship, delivering a distinct flavour profile that captivates the senses. From its crisp initial taste to its smooth finish, London Pilsner promises to transport consumers on a sensory journey through the streets of London, offering a taste of the city's vibrant culture and renowned brewing heritage.

Vikram Bahl, CMO, United Breweries Limited, said, *“We're thrilled to introduce London Pilsner Beer to Karnataka, providing beer enthusiasts with a taste of London's vibrant essence in every sip! Crafted with European hops and aged to perfection, London Pilsner embodies sophistication and unparalleled quality. Our decision to launch in Karnataka stems from our deep understanding of the region's dynamic consumer preferences and love for premium brews. From bars to pubs, London Pilsner will be readily available, promising an incomparable drinking experience. Join us in raising your glass and embracing the London Pilsner experience - together, let's redefine the standard for Pilsner beer in Karnataka.”*

London Pilsner Beer is competitively priced at INR 120 per 650ml bottle and will be readily available at leading outlets across Karnataka. Karnataka is second market after Maharashtra where London Pilsner is going to be available.

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.
