



UNITED BREWERIES LIMITED

December 4, 2019

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| 1. BSE Limited<br>Department of Corporate Service<br>Phiroze Jeejeebhoy Towers<br>Dalal Street, Mumbai - 400 001 | 2. National Stock Exchange of India Limited<br>Exchange Plaza<br>Bandra-Kurla Complex<br>Bandra (East), Mumbai - 400 051. |
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Dear Sir,

**Sub: Disclosure pursuant to Regulation 30 of Securities and Exchange Board of India (SEBI) (Listing Obligations and Disclosure Requirements) Regulations, 2015 regarding 'New product/brand launch'.**

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We are pleased to announce launch of new brand variant viz, 'Kingfisher Ultra Witbier' in the craft styled beer segment, which will enable the company to enter into a larger market. This new brand will be produced out of our existing facilities at Chamundi-Mysore, Karnataka. We attach herewith requisite details as Annexure I and Press release in this regard as Annexure II

This may kindly be treated as our compliance in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully  
For UNITED BREWERIES LIMITED

**GOVIND IYENGAR**  
Senior Vice President - Legal &  
Company Secretary



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**Annexure I**

**New Product Launch**

a)	Name of the product	Kingfisher Ultra Witbier
b)	Date of launch	December 3, 2019
c)	Category of the launch	Alcoholic Beverage (Alternate Beer Category)
d)	Whether caters to domestic/international market	Domestic Market
e)	Name of the countries in which the product is launched (in case of international)	India



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## Annexure-II

### Press Release

#### United Breweries Limited launches Kingfisher Ultra Witbier

Kingfisher Ultra Witbier is UBL's foray into the craft-styled beer segment

**Bangalore:** United Breweries Limited ventures into the alternate beer category with the launch of the Kingfisher Ultra Witbier - the first non-lager beer from the house of Kingfisher. The craft-styled beer is brewed with the authentic Belgian wheat beer recipe, offering a refreshing, light and sessionable taste. With an ABV of lower than 5%, the beer is a rich blend of all natural extracts of orange and coriander, spices sourced from Belgium and new world aromatic hops sourced from USA.

Commenting on the launch, Debabrata Mukherjee, Chief Marketing Officer, United Breweries Limited, said, "Every consumer need across categories is important to us, and it is our responsibility to provide choice in our portfolio. With our first offering in speciality beer segment, Kingfisher Ultra Witbier wideness our footprint and provides another innovative beverage option in the beer category. Consumers today expect more from their beers - they crave uniqueness in flavor, taste & experience. Ultra Witbier will retain the sense of style and authenticity of the parent brand ULTRA, and we are confident it will appeal to our consumers across country".

Kingfisher Ultra Witbier is available in 3 SKUs, a 330ml bottle, a 500ml can and a 650ml bottle, priced at Rs. 110, Rs. 150 and Rs. 185 respectively in Karnataka state. The new offering is packaged with a blend of old school and modern graphic design, and the wheatish label is inspired by the product's key ingredient. Kingfisher Ultra Witbier is geared up to capture markets with its authentic Belgian wheat beer recipe, and is now available across Karnataka and Goa. It will soon be available in Maharashtra, Delhi and Haryana.

#### **About Kingfisher ULTRA:**

Kingfisher ULTRA, the Emperor of Good Times was launched in September 2009. A premium offering from United Breweries, ULTRA assures consumers the best quality, taste and the most differentiated experience across every touch point. Kingfisher ULTRA is made from the finest ingredients which have a distinctive taste.

The brand has based its activations on prominent genres like fashion and music. Apart from these, Kingfisher ULTRA has also launched various other activations and promotions across all points of sale which have met with positive responses amongst its consumers. It is a beer for the modern, urban, confident, independent and self-assured consumer. It is for those who want the best and deserve the best. It is currently available in all major cities of the country.

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