



UNITED BREWERIES LIMITED

May 11, 2017

1. BSE Limited
Floor 25, PJ Towers
Dalal Street
Mumbai – 400 001
2. National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

Dear Sir,

Sub: New Product Launch - "Kingfisher – Storm"

We are pleased to announce launch of new brand variant "Kingfisher Storm" in Strong Beer category. We attach herewith a press release made in this regard.

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

Encl: As above



United Breweries Ltd.

Press Release: United Breweries launches Kingfisher STORM.

National, May 2017

United Breweries Limited announced the launch of Kingfisher STORM, a new premium strong beer. Kingfisher STORM is made from the finest imported malts and hops which have a distinctive taste. Touted as a less bitter and an easy to drink smooth beer, it is set to cater to beer lovers from across the country.

Kingfisher STORM comes in never seen before striking electric 'blue bottles' with an easy to open ring pull cap and stylishly designed label that make the entire bottle look attractive and astonishing at first sight. The 650ml bottle is complimented with an equally classy looking silver-blue 500ml can.

With these swag new looks and a thrilling tagline, of 'Swag Mera Style' this new offering from Kingfisher will certainly strike a chord with the passionate youth who exude bold style and immense confidence.

Currently launched in Karnataka and West Bengal, STORM will be available pan-India over the next couple of months period. One of the most innovative beers launched in the recent past, Kingfisher STORM has undergone rigorous taste and session-ability tests to provide consumers with a superior brew that they will appreciate and love.

Talking about the launch, Samar Singh Sheikawat, Senior Vice-President (Marketing), United Breweries Limited, said, "As the market leader, United Breweries Limited needs to grow the industry by launching new and innovative products. Our endeavour is to cater to the diverse needs and expectations of our consumers. By refining our efforts to provide a diverse range of beers to choose from, we have created a unique segment of premium strong beer. With disruptive packaging and superior taste, Kingfisher STORM is one the finest beers launched in the recent past and we are confident that beer lovers will enjoy this premium strong beer that packs a storm of taste and quality".
