



UNITED BREWERIES LIMITED

January 28, 2016

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

**Sub: New Product Launch - "Kingfisher – Buzz"**

We are pleased to announce launch of new product "Kingfisher-Buzz" a malt based "ready to drink" alcoholic beverage that comes in two flavors viz., Berry and Lychee. 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,

Thanking You,

Yours faithfully,

For UNITED BREWERIES LIMITED

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

Encl: As above



## **United Breweries enters the Ready to Drink segment with Kingfisher Buzz**

**National, January 2016:**

A refreshing malt-based ready to drink beverage with under 5% alcohol, **Kingfisher Buzz** comprises of delicious flavours bottled in trendy packaging and combines great taste with vibrant energy. The new offering aims to cater to the carefree, confident and energetic youth in India.

Kingfisher Buzz is available in two exciting flavours – Berry and Lychee, packaged in sleek 330 ml bottles with cool & convenient ring-pull crowns. With a differentiated taste, colourful offering and youthful imagery, Kingfisher Buzz is the ideal go-to drink.

The brand's motto 'Life is Delicious', rings in perfectly with the effervescent, positive and expressive youth, and promises to offer them a medley of taste packed with a punch.

Commenting on the launch, Samar Singh Sheikawat, Senior Vice President Marketing, United Breweries Limited, said, "The Indian youth today constantly seek differentiation in taste and experience when it comes to their choice of drink. At United Breweries, it is our aim to consistently innovate to cater to the diverse palates and expectations of our consumers. Re-enforcing our commitment to providing the best, we have launched an RTD, Kingfisher Buzz, a brand new flavoured alcoholic malt beverage. Kingfisher Buzz marries great taste with vibrant packaging, and we hope to provide our consumers with a sparkling experience."

Kingfisher Buzz is now available across Bangalore, Mumbai, Pune, Thane and Goa, and is set to create a buzz!

**For further information, please contact:**

PR Pundit

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