



## UNRIVALLED MARKET LEADER WITH A TRULY NATIONAL PRESENCE

- No.1 position across all regions
- Market share of >52%, almost 3x nearest competitor

### Extensive production footprint

21 Own breweries and 10 contract units providing Pan-India coverage and ideally positioning UBL for future growth

### Owner of flagship national brand Kingfisher

100 Mio+ cases of KF Strong sold in FY17-18. Unrivalled brand platform

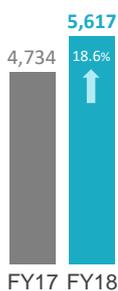
### Comprehensive brand portfolio

Well placed to capture growth with international brands; Heineken, Amstel & Import portfolio complement Kingfisher franchise

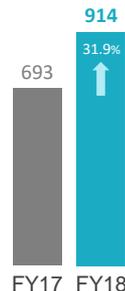
**Compelling long term beer market fundamentals in India, per capita consumption ~ 2 liter**

### A strong rebound in FY18

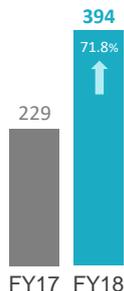
**Net revenue**  
(Rs. Cr)



**EBITDA**  
(Rs. Cr)



**Net profit**  
(Rs. Cr)



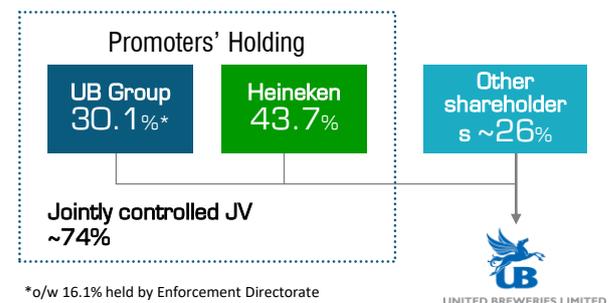
As on 30.08.2018

	INR Cr.	USD
Share price (INR)	₹1,421	\$20
No. of shares (Million)	264	264
Market cap	₹37,514	\$5,304m
Net debt (y/e F18)	₹285	\$42m
Enterprise value	₹37,799	\$5,346m

### Outlook for FY19

- Market volume to grow ~6-8%
- UBL to increase capex by 50% vs. PY to ~300 Cr. to expand capacity for meeting increase in demand

### Shareholder structure and market information



### CSR a priority for the business



**Safe Drinking Water and Water Conservation Programs**

These initiatives have impacted nearly **165,000 people** in the states of Karnataka, Telangana, Maharashtra, Rajasthan, Odisha, Haryana and Kerala.



**Primary Education**

Supported over **11,000 children** in 13 states



**Primary Health**

Provided health care service and free medicine to over **35,000 people** in 10 states



**Responsible consumption**

Truckers training programme piloted in four locations: Nelamangala, Chamundi, Golconda and Nizam. Reached out to 637 truck drivers

## Owner of flagship national brand Kingfisher and variants

- Kingfisher brand leverages following platforms
  - Sports – IPL and ISL
  - Music – Sunburn
  - Food – New TVCs and digital films
  - Fashion – Ultra Derby
- Kingfisher Strong India’s largest selling beer (>100 Mio cases)
- Ultra & Ultra Max in Super Premium and Storm in “Premium Plus” segments complete the brand portfolio



## Comprehensive brand portfolio across all segments

Super Premium	
Premium Plus	
Premium	
Value for money	

Import portfolio

## Well placed to capture future growth with international brands

UBL Premium brand portfolio growing **1.6x market growth\*** fuelled by innovation

<p><b>Leading global premium brand Heineken®</b></p> <ul style="list-style-type: none"> <li>Multiple production locations</li> <li>Growing significantly ahead of the market ~40%</li> </ul>	<p><b>Introduction of international premium brand portfolio</b></p> <ul style="list-style-type: none"> <li>Launched in Q1FY18</li> <li>Present in 10 markets</li> <li>Includes Sol, Desperados, Edelweiss, Dos Equis and Affligem</li> </ul>	<p><b>Amstel launch a recent innovation</b></p> <ul style="list-style-type: none"> <li>Iconic international brand</li> <li>Launched in May '18</li> <li>Special brew for Indian market</li> </ul>
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\* 3 year CAGR

## DISCLAIMER

This presentation contains forward-looking statements with regard to the financial position and results of UBL’s activities. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in the forward-looking statements.

Many of these risks and uncertainties relate to factors that are beyond UBL’s ability to control or estimate precisely, such as future market and economic conditions, the behavior of other market participants, changes in consumer preferences, costs of raw materials, interest rate and foreign exchange fluctuations, change in tax rates, changes in law, changes in pension costs, the actions of government regulators and weather conditions. These and other risk factors are detailed in UBL’s publicly filed annual reports.

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Market share estimates contained in this presentation are based on outside sources such as specialized research institutes in combination with management estimates.

