

## **UNITED BREWERIES LIMITED**

PERFORMANCE HIGHLIGHTS – QUARTER ENDED SEPTEMBER 30, 2009.

- **VOLUME UP BY 16%**
- **PROFITS UP BY 70%**
- **SALES REVENUE UP 15%**
- **GROSS MARGIN INCREASE OF 200 BASIS POINTS**
- **MARKET SHARE UP 3%**
- **KIRAN MAZUMDAR SHAW AND MADHAV BHATKULY JOIN BOARD AS INDEPENDENT DIRECTORS**

The half year ended September 30, 2009 saw volumes grow by 16% as against an industry growth of 8%, resulting in a market share increase of 3%.

This growth was achieved despite discontinuing beer supplies in Andhra Pradesh for the first three months of the financial year pending a decision from the Hon'ble High Court of Andhra Pradesh on a price increase application. On assurance from the Andhra Pradesh Beverage Corporation to arrive at an amicable settlement on the issue of a price increase, UBL resumed supplies in the AP market effective July 2009, and achieved a market share of 43% during the month. Excluding AP, UBL volumes grew by 21% against an industry growth of 12%.

UBL continues to dominate both the strong & mild beer categories, with Kingfisher Strong & Kingfisher Premium being the undisputed market leader in their respective categories. The second quarter saw the launch of Kingfisher Ultra in Mumbai. This brand has redefined the super premium beer category with the use of two row malted barley & exclusive packaging with a unique flip open crown.

The national roll out of Kingfisher Bohemia wine is on track, and the recent launch in the Chennai market has met with instant success and excellent consumer feedback.

UBL's profit before interest & exceptional items during the first half year of FY2010 has grown by 28% compared to the corresponding period of the previous year.

The Company has plans to expand capacities in its key markets. The new greenfield brewery in AP will be operational ahead of the forthcoming summer season. The acquisition of land for the greenfield brewery in Karnataka has also been completed.

The Profit before Tax accounted for Rs. 716 million, representing an increase of 60% over the corresponding previous half year. The Profit after tax at Rs. 472 million shows an improvement of 70% over the same half year of the previous year.

Ms. Kiran Mazumdar Shaw, CMD of Biocon, who is also a qualified Brewmaster and Mr. Madhav Bhatkuly, Director of New Horizon Investments joined the Board of UBL as Independent Directors.