

August 25, 2026

To,
BSE Limited
Scrip Code: 532478

National Stock Exchange of India Limited
Symbol: UBL

Dear Sir,

Sub: Intimation of Product Launch under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations')

In compliance with Regulation 30 read with Para B of Part A of Schedule III of the SEBI Listing Regulations, we wish to inform that 'Heineken® Silver' will be available in the states of Kerala, Odisha and Madhya Pradesh with effect from August 25, 2026.

The details of the said product launch, as required under SEBI Listing Regulations, read with SEBI Master Circular HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2025/25 dated February 25, 2025 are stated below:

Sr. No.	Particulars	Description
1.	Name of the Product	Heineken® Silver
2.	Date of Launch	August 25, 2026
3.	Category of the Product	Premium Mild Lager Beer
4.	Whether it caters to domestic/ international market	The current launch is focused on catering to the domestic market only
5.	Name of the countries in which the product is launched (in case of international)	Not Applicable

A copy of the Press Release regarding the product launch is also enclosed herewith and will also be made available on the Company's website at www.unitedbreweries.com

Kindly take the same on your record.

Thanking you,

For UNITED BREWERIES LIMITED

NIKHIL MALPANI
Company Secretary & Compliance Officer

Encl: As above



United Breweries Expands Heineken® Silver Across Kerala, Odisha and Madhya Pradesh to Accelerate Premiumization

India, August 25, 2026 – United Breweries Limited (UBL), part of the HEINEKEN Company, announced the expansion of Heineken® Silver across Kerala, Odisha and Madhya Pradesh, building on the brand's strong momentum in markets where it is already available.

Consumer demand for premium and international beer experiences continues to grow, with beer drinkers increasingly seeking products that combine quality, refreshment and distinctive taste. The strong response to Heineken® Silver in existing markets reflects these evolving preferences.

Heineken® Silver is brewed using only three natural ingredients, barley, hops and water, alongside Heineken®'s signature A-Yeast and a distinctive horizontal brewing process. This unique brewing method contributes to its smooth, crisp and subtle taste profile, offering consumers refreshing and easy-to-drink lager.

Vikram Bahl, Chief Marketing Officer, United Breweries Ltd, said, "The positive response to Heineken® Silver highlights the growing consumer appetite for differentiated premium beer offerings. As we expand into Kerala, Odisha and Madhya Pradesh, we remain focused on strengthening our premium portfolio and making the brand available to more consumers across key markets."

The company continues to build on its strength through a robust pan-India manufacturing and distribution network comprising 35 breweries, a strong portfolio of brands, innovation-led growth, and continued focus on premiumization.

About United Breweries Limited

Bengaluru-headquartered United Breweries Limited, part of the HEINEKEN Company, is the largest beer manufacturer in India. The company produces and markets packaged drinking water and soda, internationally recognized beer, and non-alcoholic beverages. Its diverse product portfolio comprises brands such as Kingfisher Strong, Kingfisher Premium, Kingfisher Smooth, Kingfisher Ultra, Kingfisher Ultra Max, Kingfisher Ultra Witbier, Heineken® Original, Heineken® Silver, Amstel Grande and Heineken® 0.0., along with Kingfisher Premium Packaged Drinking Water and Kingfisher Strong Power Soda. Most recent information is available on our [Company's website](#) and follow us on [LinkedIn](#) and [Instagram](#).