



January 07, 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 'Kingfisher Smooth Strong Premium Beer' will be available in 'Rajasthan' with effect from January 07, 2026.

The details of the said product launch as required under SEBI Listing Regulations, read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/CIR/P/2024/185 dated December 31, 2024, and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2025/25 dated February 25, 2025, are stated below.

<u>Sr. No.</u>	<u>Particulars</u>	<u>Description</u>
1.	Name of the Product	Kingfisher Smooth Strong Premium Beer
2.	Date of Launch	January 07, 2026
3.	Category of the Product	Strong Beer
4.	Whether it caters to domestic/international market	The current launch is focused on catering to 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 Limited Launches Kingfisher Smooth, a Mainstream Beer Innovation

That's Strong and Smooth

January 07, 2026: United Breweries Limited (UBL), part of the HEINEKEN Company, today announced the launch of **Kingfisher Smooth**, a strategic innovation that expands the Kingfisher portfolio within India's mainstream strong beer segment. Designed for younger legal-age consumers who enjoy strong beers, it offers an unprecedented strong and smooth drinking experience.

Kingfisher Smooth is now available across Rajasthan, one of India's largest strong beer-consuming states, offering a more sessionable and approachable experience. Brewed using imported hops and containing no added sugar, it delivers a smooth, balanced taste while retaining the strength consumers expect.

Speaking on the launch, **Vivek Gupta, Chief Executive Officer, United Breweries Limited**, said, "Kingfisher has played a pioneering role in shaping India's beer category, and we are a key recruiter to the segment, bringing young legal-age consumers into beer. With Kingfisher Smooth, we are introducing a first-ever game-changing innovation in the mainstream strong beer segment, designed for next-generation consumers. We've put intensive research, design and consumer testing into this launch, resulting in a winning combination of superior brew and packaging that reflects our commitment to innovation and our brand investments."

"The strong beer segment continues to dominate beer consumption in India, and as drinking occasions diversify, we are seeing more consumers seek smoother, more approachable strong beers that are easier to enjoy without compromising the familiar taste they value. These insights are backed by extensive consumer testing, and Kingfisher Smooth addresses this shift by delivering a more balanced strong beer experience aligned with contemporary consumption occasions.", **added Vikram Bahl, Chief Marketing Officer, United Breweries Limited.**

While Kingfisher Strong remains the benchmark for a classic, full-bodied beer, Kingfisher Smooth expands the flagship brand's portfolio, reinforcing UBL's commitment to innovation and consumer centricity.

Kingfisher Smooth will be available across leading retail outlets in Rajasthan and will be priced at **INR 100 for a 330 ml bottle, INR 145 for a 500 ml can, and INR 185 for a 650 ml bottle.**

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 Ultra, Kingfisher Ultra Max, Kingfisher Ultra Witbier, Heineken® Original, Heineken® Silver, Amstel Grande, and Heineken® 0.0., Kingfisher Premium Packaged Drinking Water and Kingfisher Strong Power Soda.
