September 14, 2026

To,

National Stock Exchange of India Ltd. Exchange Plaza, Block G, C/1, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051 Email: cmlist@nse.co.in **Symbol: VBL**	BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai – 400 001 Email: corp.relations@bseindia.com **Security Code: 540180**

Sub: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015: Press Release

Dear Sir/Madam,

Please find attached herewith a copy of the Proposed Press Release to be issued in Kenya by VBL Industries (Kenya) Limited, wholly-owned subsidiary of our Company.

The same is also being uploaded on website of the Company at www.varunbeverages.com.

You are requested to take the above on record.

Yours faithfully,
For Varun Beverages Limited

Ravi Batra Digitally signed by Ravi Batra Date: 2026.09.14 21:00:27 +05'30'

Ravi Batra
Chief Risk Officer & Group Company Secretary

Encl.: As above

Varun Beverages expands Kenya portfolio with launch of two new brands

*The launch of **BOLT UP**, an energy drink, and **XTREME FIZZ**, a bold new carbonated soft drink, marks VBL Industries (Kenya) Limited's latest push to expand its portfolio and build locally relevant brands for Kenyan consumers.*

Nairobi, Kenya | September 14, 2026 — VBL Industries (Kenya) Limited ("VBL Kenya") has expanded its presence in the Kenyan beverage market with the launch of two new brands, BOLT UP and XTREME FIZZ, as the company broadens its portfolio and targets new growth opportunities in the country's fast-growing drinks sector.

The brands were unveiled at a partner event in Nairobi on Monday themed ***"The Next Wave"*** as the company deepens its investment in the Kenyan market and responds to evolving consumer preferences.

The launch forms part of VBL Kenya's long-term growth strategy, with the company investing in distribution, retail presence and locally relevant beverage propositions to strengthen its connection with Kenyan consumers.

BOLT UP is being positioned towards young, active consumers, while XTREME FIZZ will compete in the carbonated soft drinks category with a youthful brand proposition.

The company plans to initially support the two brands with expanded distribution and marketing activity across the country, targeting both traditional retail outlets and supermarkets.

In the traditional retail market, VBL Kenya will focus on wholesalers, neighbourhood shops, dukas and other outlets, while in modern trade it plans to build shelf and chiller visibility through displays, sampling and shopper activations.

The company will also use consumer sampling, youth-focused activations and digital campaigns to drive awareness and encourage trial of the new products.

"Kenya is an important part of our growth ambition in Africa. We are not here simply to introduce products; we are here to build a serious, long-term business. With the strength of our organisation and the support of our partners, we believe BOLT UP and XTREME FIZZ can create exciting new opportunities in the Kenyan beverage market," said **Ramen Paul, CEO, VBL Kenya.**

Expanding African footprint

VBL Kenya is a subsidiary of Varun Beverages Limited, a key player in the global beverage industry having built manufacturing and distribution operations across several markets, including India and Africa.

The company's Kenyan strategy will go beyond launching individual products to building distribution capacity and partnerships that can support the growth of its beverage portfolio over the long term.

The launch of BOLT UP also gives the company an entry point into Kenya's energy-drink segment, while XTREME FIZZ expands its presence in the carbonated soft drinks category.

–ENDS–