

October 09, 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 state of Assam with effect from October 9, 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	October 9, 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 record.

Thanking you,
For UNITED BREWERIES LIMITED

NIKHIL MALPANI

Digitally signed by NIKHIL MALPANI
Date: 2026.10.09 15:56:56 +05'30'

NIKHIL MALPANI
Company Secretary & Compliance Officer
Encl: As above

Heineken® Silver Launches in Assam

India, October 9, 2026 – United Breweries Limited (UBL), part of the HEINEKEN Company, announced the launch of Heineken® Silver in Assam. The brand is now available in 11 markets, reflecting the growing demand for premium and international beer experiences among Indian consumers.

Consumers are increasingly seeking beers that deliver quality, refreshment, and a smooth drinking experience. The strong response to Heineken® Silver across existing markets has reinforced its appeal among consumers looking for a contemporary premium lager.

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, making it a refreshing and easy-to-drink lager.

Vikram Bahl, Chief Marketing Officer, United Breweries Ltd, said, *"The continued expansion of Heineken® Silver reflects the growing consumer preference for premium beer offerings across India. Assam is an important market, with consumers increasingly exploring premium beer choices. With our entry into the state, we are making Heineken® Silver available to more consumers, bringing its smooth and refreshing taste experience to the market."*

The company continues to drive premiumization through its extensive pan-India manufacturing network, strong portfolio of brands, and innovation-led growth strategy. Building on the launch of Heineken® Silver in Kerala, Odisha and Madhya Pradesh, UBL is accelerating the brand's availability across key markets in India.

Heineken Silver is available in Assam, priced at INR 120 for a 330 ml pint, INR 160 for a 500ml can and INR 200 for a 650ml bottle across retail outlets.

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., Kingfisher Premium Packaged Drinking Water and Kingfisher Strong Power Soda. For more information: <https://www.unitedbreweries.com/>.

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