



May 19, 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 'Haryana' with effect from May 19, 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	May 19, 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



Heineken® Silver Now Available in Haryana

Haryana, India - May 19, 2026 - United Breweries Limited (UBL), part of the HEINEKEN Company, announced the launch of Heineken® Silver in Haryana. The introduction of this iconic variant across bars and retail outlets marks a significant milestone in Heineken's expansion in India.

In recent years, consumer preferences have shifted towards international premium mild beers, driven by a desire for refined and high-quality experiences. Crafted from only Barley, hops and water, Heineken® Silver, offers a crisp, refreshing taste and is exceptionally smooth. It is crafted for consumers seeking easy enjoyment without compromising on flavour.

Vikram Bahl, Chief Marketing Officer, United Breweries Limited, said, "Bringing Heineken® Silver to Haryana marks an important step in growing the premium beer category in India. Consumers today seek smoother and lighter beers, and Heineken® Silver delivers exactly that with its smooth and refreshing taste. We're excited for consumers to try it, enjoy it and make it part of their social experiences."

About United Breweries Ltd

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 and Heineken® Silver, Amstel Grande, and Heineken® 0.0, Kingfisher Premium Packaged Drinking Water and Kingfisher Soda.
