November 19, 2026

To,
BSE Limited
Scrip Code: 532478

National Stock Exchange of India Ltd.
Symbol: UBL

Dear Sirs,

Sub: Press Release

Please find annexed the Press Release titled "**United Breweries Limited Expands Mainstream Beer Innovation Kingfisher Smooth to Arunachal Pradesh**".

The said information is also being made available on the website of the Company www.unitedbreweries.com

Kindly take the same on your record.

Thanking you,
For UNITED BREWERIES LIMITED

NIKHIL MALPANI
Digitally signed by NIKHIL MALPANI
Date: 2026.11.19 08:52:01 +05'30'

NIKHIL MALPANI
Company Secretary & Compliance Officer

Encl: As above

United Breweries Limited Expands Mainstream Beer Innovation
Kingfisher Smooth to Arunachal Pradesh

November 19, 2026: United Breweries Limited (UBL), part of the HEINEKEN Company, has launched Kingfisher Smooth in Arunachal Pradesh, building on its successful rollout in Rajasthan, Karnataka and Maharashtra. The brand addresses growing demand for a smooth yet strong beer in India's mainstream strong beer segment.

Designed for younger legal-age consumers, Kingfisher Smooth combines the strength consumers expect with a smoother taste profile. Brewed using imported hops and containing no added sugar, it delivers a refreshing and approachable beer while retaining the character of a strong brew. It is available at ₹80 for a 500 ml can and ₹70 for a 330 ml pint across retail outlets.

The strong beer segment continues to account for ~80% of the share of beer consumption in India. As drinking occasions become more diverse, consumers are increasingly looking for beers that offer a balance of strength and drinkability. Developed through extensive consumer research and testing, Kingfisher Smooth responds to this shift, offering a differentiated choice within the mainstream strong beer category.

Speaking on the expansion, **Vikram Bahl, Chief Marketing Officer, UBL, part of the HEINEKEN Company**, said, *"Kingfisher has long enjoyed a strong connect with consumers in Arunachal Pradesh, and the strong response to Kingfisher Smooth since its launch reflects consumers' willingness to try new offerings and their growing appetite for choice within the strong beer category. This expansion is driven by that demand, and the enduring trust consumers place in the Kingfisher brand."*

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

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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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