



**UNITED BREWERIES LIMITED**  
**ANNUAL REPORT 2020 - 2021**

**GOOD TIMES, FOREVER!**

*Refresh. Renew. Re-energize!*



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## OUR VISION

Our vision is to lead and develop the Indian beer market and deliver best-in-class performance through excellence in product and brand portfolio, capabilities and policies.

## OUR VALUES

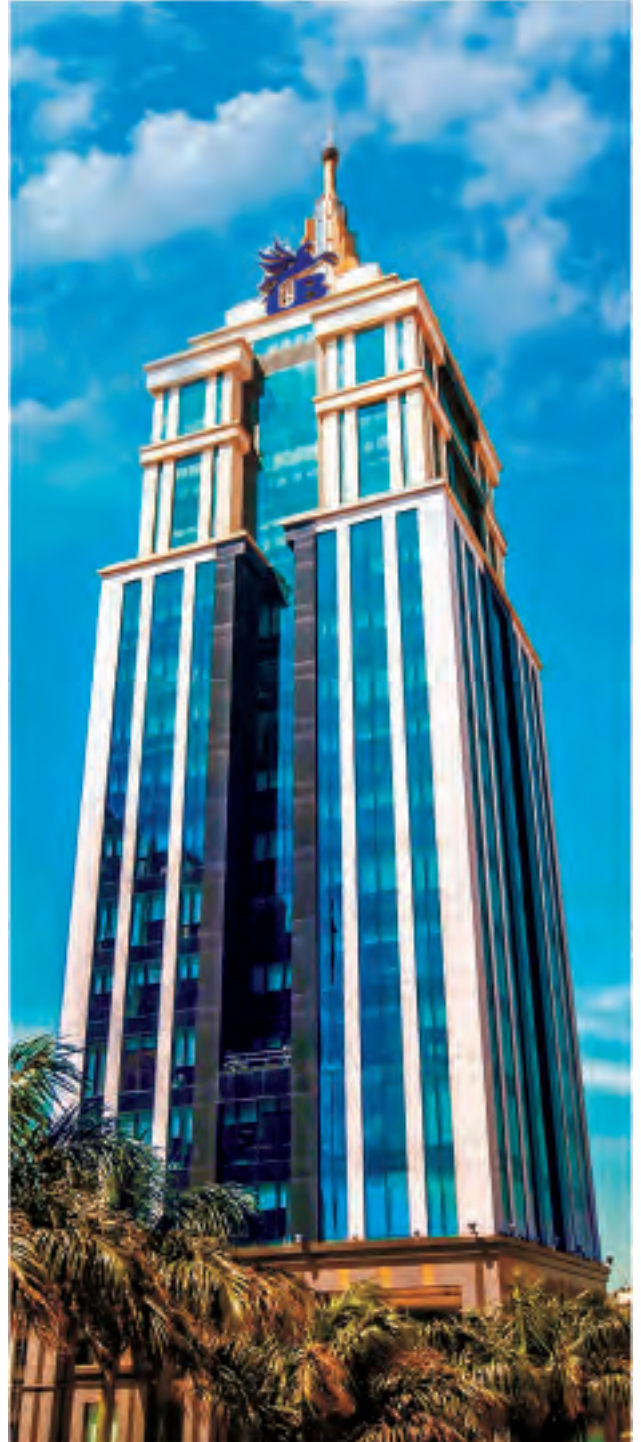
1. Passion for achievement, success and winning
2. Freedom to operate and learn from our mistakes
3. Treating people with respect and fairness
4. Respecting the environment
5. Integrity in all things and at all times

## OUR BEHAVIOUR

1. We act with courage
2. We experiment and allow for mistakes
3. We discuss and decide on the basis of facts and data
4. We plan, set clear goals and do as we committed
5. We consider the consequences of our actions on others and for the future
6. We treat others in the way we would like to be treated ourselves
7. We celebrate success
8. We communicate, communicate and communicate

**India's largest beer company**

**Brewing excellence since inception**

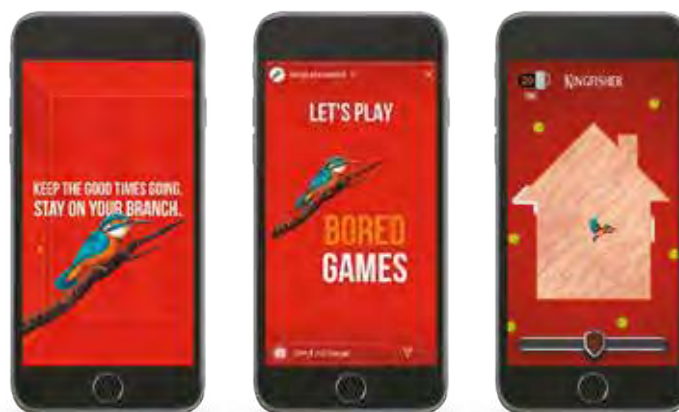




## SOCIALIZE RESPONSIBLY

Kingfisher undertook multiple initiatives to engage with consumers asking them to 'Socialize Responsibly' by staying at home. The brand changed its iconic 'flying bird' to show a 'perched bird' to convey the socially responsible message of 'Stay at Home'.

Kingfisher also created the 'Stay at home: Bird game', an engaging mobile game where the consumers had to restrict the bird from flying out of the house and thus keeping it safe. This game won multiple accolades as the key message of "Stay home, stay safe" was re-enforced through an interactive platform.



## SUNBURN AT HOME



While the consumers were stuck at home Kingfisher leveraged its long-standing association with 'Sunburn', Asia's biggest electronic dance music festival as a platform to promote home consumption. Kingfisher sponsored 'Sunburn@Home' which was streamed live on Facebook and Instagram. This high engagement initiative reached 50 Mn people.

## GHAR PE KINGFISHER? KYA PLAN HAI!!!

The spate of lockdowns triggered by the unprecedented pandemic resulted in our consumers being forced to stay indoors. The 'away from home' establishments wherein people could enjoy their favourite beer with their companions remained shut. Against this backdrop, Kingfisher launched its 'Ghar Pe Kingfisher' campaign to drive the message of home consumption by creating an integrated communication of how moments at home get better with Kingfisher.

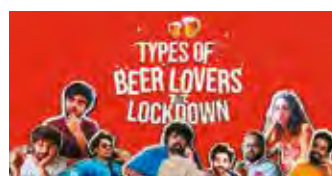


The brand created 'Kya Plan Hai' stickers for messaging apps to make the best of social media platforms. The trans-media approach to popularise the campaign has become the soul of messaging apps.

## NEW NORMAL, NEW CONTENT!

Ever since the lockdown was introduced into our lives, we have seen a dramatic shift in lifestyles. The era of 'work from home' became a norm rather than an exception and companies, workplaces and employees had to adapt to the new normal. Kingfisher saw this new reality as an opportunity to create engaging content relevant to all these changes impacting us all. This content entertained

audiences on multiple social media platforms which resulted in a lot of brand love for Kingfisher.



## BACK TO THE BARS WITH KINGFISHER

The food and beverage industry was one of the most adversely impacted industries during the pandemic. When bars were finally allowed to open, Kingfisher initiated the 'Back to the Bars' initiative to help them recover from their pro-longed period of being shut. The initiative operated on the principles of safety, solidarity and driving traffic. The brand provided the necessary equipment to over 5,000 outlets to promote safety. Kingfisher also helped drive traffic back to the bars by using targeted hyper-local digital campaigns. NRAI & INCA recognized UBL's efforts in this regard, felicitating the company with an award in

recognition, for the "Back to the Bars" Campaign. Kingfisher established itself not only as the King but also the saviour of Good Times!



## DIVIDED BY PLANS, UNITED BY KINGFISHER.



This year, Kingfisher's association with the IPL cricket teams and the brand proposition was an integration of two of its best-known campaigns, the iconic 'Divided by Teams, United by Kingfisher' campaign and the more recently launched 'Kya Plan Hai' campaign. Top players from across five teams were seen unifying around the one thing they could all agree on, which is that, Kingfisher is the plan and the plan is Kingfisher. The campaign consisted of multiple occasion building short edits to further build on the idea that all plans revolve around a Kingfisher.

## GLAMOUR AND GOOD TIMES!

2021 is the year of the 19th edition of Kingfisher's iconic fashion and glamour property, 'The Kingfisher Calendar'. The Calendar which is known to pick some of the most exotic destinations with every edition, this year, was shot in God's own Country - Kerala. The calendar shot by ace fashion photographer Atul Kasbekar once again created a visual delight and maintained its extremely high aspirational value. The stunning models for 2021 are Adline Castelino, Anukreethy Vas, Gehna Mahiarya, Krithika Babu and Sumita Bhandari.



## BRINGING GOOD TIMES TO FC GOA FANS!

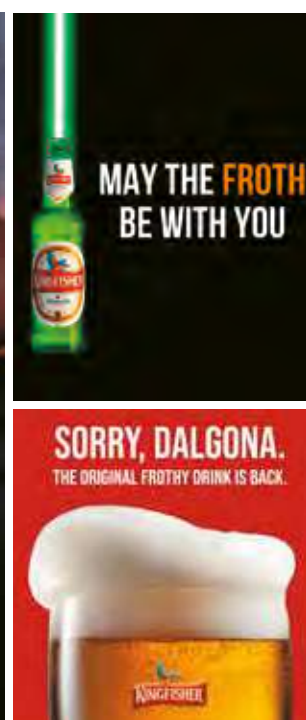
Football fans were left disappointed over not being able to be present at the stadium to cheer their favourite teams. To close this gap between the players and the fans, Kingfisher created a unique campaign with FC Goa and organised the Top Fan contest. The brand encouraged fans to cheer and write to Kingfisher with fan messages addressed to FC Goa. Lucky winners were given a chance to be featured on billboards across Goa.





## KINGFISHER STAYS TOPICAL!

Throughout the year, Kingfisher was at the top of its game when it came to topical communication. The brand kept itself updated in the sphere of what was happening on social media. It engaged with the day to day conversations of the community in its unique style. Several pieces gained traction and went viral which brought a lot of recognition across the marketing community.



## GOOD TIMES IN AFRICA!

UBL is steadily increasing its footprint in the international markets. This offers UBL an access to millions of new customers who will be introduced to our brand and experience the Good Times. In the Financial Year 2020-21, UBL unlocked the African continent by foraying into seven

countries: Kenya, South Sudan, Ethiopia, Tanzania, Uganda, Democratic Republic of Congo and Seychelles. With this expansion, UBL now has a strong presence in 50+ countries, and will continue to expand into similar such potential markets in the future.



## WINNING AWARDS EVEN IN TOUGH TIMES!

Despite the challenges of the past year, Kingfisher shined bright as the brand's marketing efforts received accolades and praise from the marketing community. Kingfisher received 11 awards (5 Gold, 5 Silver and 1 Bronze) across the year for its engaging and innovative marketing campaigns on digital media. These campaigns were spread across the realms of augmented reality, interactive content and gamified advertising at top award nights.





## FARHAN CHEERS FOR THE ULTRA LIFE

Ultra celebrated the spirit of living the Ultra Life by releasing a TVC featuring brand ambassador Farhan Akhtar on digital and OTTs in March. Aired over 5 months, Farhan's versatility and suaveness resonated with Ultra's brand ethos and values and cast quite a charming impression on one and all.

## THE LOVE FLOWS ON

Ultra continued its love affair with its 'liquid love' project and gave populated Instagram with mood shots of Ultra. Through this is, it romanticized the Ultra Life and built more love for the Ultra smooth beer.



## THE SMOOTH WAY TO BEAT THE HEAT

Ultra raised the bar and the beat for a safe yet happening year end celebration with its association with the Satellite beachside music festival. Panning over four days in Goa, the festival was a safe haven for more than 4000 music enthusiasts who connected on-ground and digitally to relish a premium and luxurious experience like none other.



## GLAM, GLITZ AND ALL THAT RACING JAZZ

Continuing its passion for bringing alive a regal racing event filled with glam and glitz, Ultra conducted two stellar Deby events Kingfisher Ultra Derby, Bengaluru & Kingfisher Ultra Indian Derby, Mumbai. Though the events were held behind closed doors and under limited capacity attendance, adhering to the Covid-19 directives, they found massive fanfare and appeal. Through broad-reaching live-stream features on Facebook and YouTube, the euphoria and the thrills of the derby made its impact way beyond the racing turf.



## HERE'S TO AN ULTRA-MATE PARTY!

The Ultra Life is nothing short of a big party filled with festivity and to celebrate that flavour and fervour, Ultra brought alive it's music IP - SoulFly9. Organized over 10 key cities across India and always adhering strictly to the social distancing norms, the music bonanza, gave many a people a chance to raise their spirits and revel in an evening of fine music and beer.



## LONDON PILSNER - BEN STOKES & UB EXPORT - RAKSHIT SHETTY PARTNERSHIPS GET STRONGER!

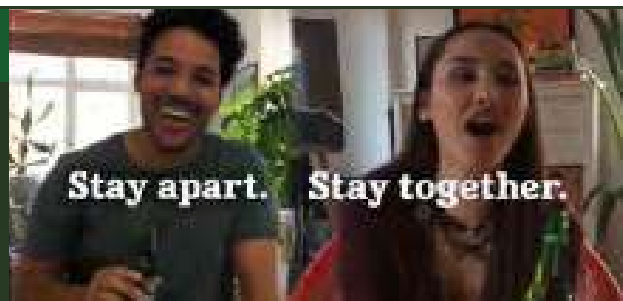
London Pilsner and UB Export both released their respective thematic campaigns of 'Taste of London in Every Sip' with celebrated cricketer Ben Stokes and 'Innoba Star' with versatile Kannada film personality Rakshit Shetty. The campaigns will go a long way in further improving the performance of these two power brands in their respective states of Maharashtra and Karnataka.





## #SocialiseResponsibly

In the times of lockdowns and social distancing, Heineken launched #SocialiseResponsibly, a communication that meaningfully connected with the Indian audience, in an authentic way. Campaigns like 'Ode to Close' and 'Connecti-off' encouraged people to see the quarantine in a more light-hearted way, by socialising responsibly. The global 'Back To The Bars' campaign repurposed #SocialiseResponsibly to keep bars open during the unlock phase.



## #TheKickOff

The campaign aimed to garner traction for the brand by amplifying Heineken's association with UCL. Through this campaign, Heineken celebrated the return of the pandemic-deferred tournament, commemorating this with an 8-hour live-streamed virtual festival with the world's biggest house music community - Defected Records. In doing so, Heineken was successful in drawing attention of audiences from two large subcultures in India - Football and Music. This live streaming event which was also telecast TV channels and OTT platforms, featured top DJs from across the world in unique locations, headlined by global star Idris Elba & supported by the likes of Bob Sinclair and Purple Disco Machine.



## Green Identity and Pure Malt

Heineken launched the iconic Green Identity packaging in India. This new and refreshing packaging highlights the dynamic design while reflecting on the brand's core brand identity, that Heineken is 100% Pure Malt Lager and nothing else! Heineken also launched its product-centric campaign to propagate the message of purity and quality, indexing on the presence of pure malt in its brew.



## Live Your Music

Heineken continued its long standing association under 'Live Your Music', co-creating limited capacity events with the partner outlets, driving brand recall and imagery. All events adhered to social distancing norms under the #SocialiseResponsibly initiative while being amplified on digital channels. Sisterhood Soiree, a Heineken initiative in India saw five female DJs engaging the consumers on Women's Day weekend.



## INCA

Heineken partnered with INCA & NRAI to reunite all stakeholders of the F&B community to recognize the heroes who supported the industry during the pandemic, celebrating the human spirit and discussing best practices for a better future in the new normal. NRAI & INCA recognized Heineken's efforts in this regard.

## ULTRA WITBIER SPREADING ITS WINGS

Kingfisher Ultra Witbier, UB's foray into the craft and variety segment, launched in December 2019. In the last Financial Year 2020-21 the brand expanded its footprint into the key markets of Maharashtra, Delhi, Punjab and Chandigarh. Despite the challenges posed by the pandemic, the brand has created strong appeal with the beer consumers by focussing on driving awareness through product led communication on media and driving trials on ground.

## ULTRA WITBIER WINNING HEARTS AND WINNING AWARDS

During the year the Ultra Witbier won four prestigious awards from "Spiritz Selection" and "Ambrosia INDSPiRiT" in the areas of new product commercialization and packaging development.



### YOU BREW YOU

The brand engaged with the consumer with its insightful topical campaign 'You Brew You', making sense of the consumer's existential crisis during the pandemic through art.



## BRINGING SWAG HOME



Kingfisher Storm brought swag straight to the consumer's living rooms with 'Bollyboom at Home'. During the lockdown, the brand aired performances of our audience's favourite artists on Bollyboom's Facebook and Instagram handles and was enjoyed by over 17 million fans.

Storm's Woofer campaign continued to air across popular OTT and social media platforms through the year, ensuring the brand kept building on its awareness and trials. The two markets of Delhi and Rajasthan were added to the list of the markets where Storm is now available.



## AMSTEL MARCHING TOWARDS A PAN INDIA PRESENCE.



Amstel's slow-brewed and extra matured taste has received a tremendous positive response across all markets where it has been introduced.

The brand continued to extend its footprint at a fast pace and is now also available in the markets of Maharashtra, Telangana and Haryana.

The media campaign continues to run successfully across mediums and is constantly building awareness and trials for the brand.







## THE PERFECT WAY TO CHILL WITH THE PERFECT **NON-ALCOHOLIC** BEVERAGES

United Breweries continues to invest into the development of its non-alcoholic portfolio and build a strong presence in the low sugar malt based drinks category. Whilst it is nascent in size currently, the company aims to consolidate its leadership position in this market segment. Today, one out of every two cans of non-alcoholic malt beverage is from your company.



In a difficult year for business, owing to the pandemic related market stoppages, this segment grew at 50%+ in volume for your company. Heineken 0.0 was the star performer with a volume increase of 80%+. It is expected to further increase in size as more consumers opt for healthier, lesser sugar alternatives with newer taste profiles.



Whilst today the market is centred around the large metro cities, in the super market chains and e-commerce platforms, it is expected to widen its consumer base and availability as our country continues to grow and evolve.



The year saw your brands in the category present across all e-commerce platforms and super market chains, both national and local. With the launch of its 200ml pack and large partners distributing its products, the company now reaches more towns and large grocers in addition to organised retail.







The beer distribution infrastructure also helps reach our products like Heineken 0.0 into premium institutions to enjoy a no alcohol experience if they wish to do so.



Your company has made a pioneering start on a new journey as it charts a path in this competitive market and hopes to make it a profitable and scalable venture and be the leading non-alcoholic beverage company.

