



UNITED BREWERIES LIMITED



**ACCELERATE  
TOGETHER**

ANNUAL REPORT  
2022-2023

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## BOARD OF DIRECTORS



**Radovan Sikorsky**  
Director & Chief Financial Officer

**B C S Sp**



**Christiaan A J Van Steenberghe**  
Non-Executive Director

**C N S Sp**



**Jan Cornelis van der Linden**  
Non-Executive Director

**A R**



**Kiran Mazumdar Shaw**  
Independent Director

**B C N**



**Geetu Gidwani Verma**  
Independent Director

**A C N R S**



**Manu Anand**  
Independent Director

**A B N R S**



**Anand Kripalu**  
Independent Director

**A R S Sp**



**Subramaniam Somasundaram**  
Independent Director (w.e.f. 04.06.2023)

**A**

- A** Audit Committee
- B** Borrowing Committee
- C** Corporate Social Responsibility/Environmental, Social and Governance Committee
- N** Nomination & Remuneration Committee
- R** Risk Management Committee
- S** Stakeholders' Relationship/Share Transfer Committee
- Sp** Special Purpose Committee
- Chairman/Chairperson** **Member**

## MANAGEMENT TEAM



**Radovan Sikorsky**  
Director & Chief Financial Officer



**Wiggert Deelen**  
Senior Director – Supply Chain



**Kavita Singh**  
Director – People



**Shelly Kohli**  
Director – Legal & Compliance



**Vikram Bahli**  
Director – Marketing



**Suresh Mandalika**  
Director – Digital & Technology



**Monojit Mukherjee**  
Director – Corporate Affairs



## THE BIGGEST AND THE BEST CHEERLEADER!



Kingfisher's recent campaign successfully spread joy and positivity among people after two years of the pandemic. The campaign featured Varun Dhawan and Rashmika Mandanna which garnered significant impact both on TV and retail outlets. Additionally, Kingfisher extended the campaign to popular social media platforms like Instagram, Moj, and Takatak by introducing a captivating hook-step challenge, which gained viral traction with the participation of over 100 influencers, taking Spread the Cheer to new heights.

## IPL FEVER 2022

Kingfisher executed a comprehensive media campaign to strengthen the brand association and reinforce the essence of 'SPREAD THE CHEER.' To achieve this, they sponsored three renowned IPL teams and collaborated with top players such as Virat Kohli, Rohit Sharma, and KL Rahul. To boost visibility, the brand implemented an extensive point of sale drive via trade channels and engaged their on-trade partners through innovative tech solutions.





## EVENTFUL TIE-UPS

Kingfisher has been a preferred beer partner for some of the largest events like Zomaland, Beered Up, and The Grub Fest. Kingfisher adds to the festive atmosphere, making every moment unforgettable, embodying the essence of Good Times.





## MERCHANDISE STORE

Kingfisher launched its first branded merchandise store, kf. life for its loyal fans, offering a treasure trove of merchandise. This initiative enabled fans to embrace the Kingfisher lifestyle and revel in the true essence of good times.



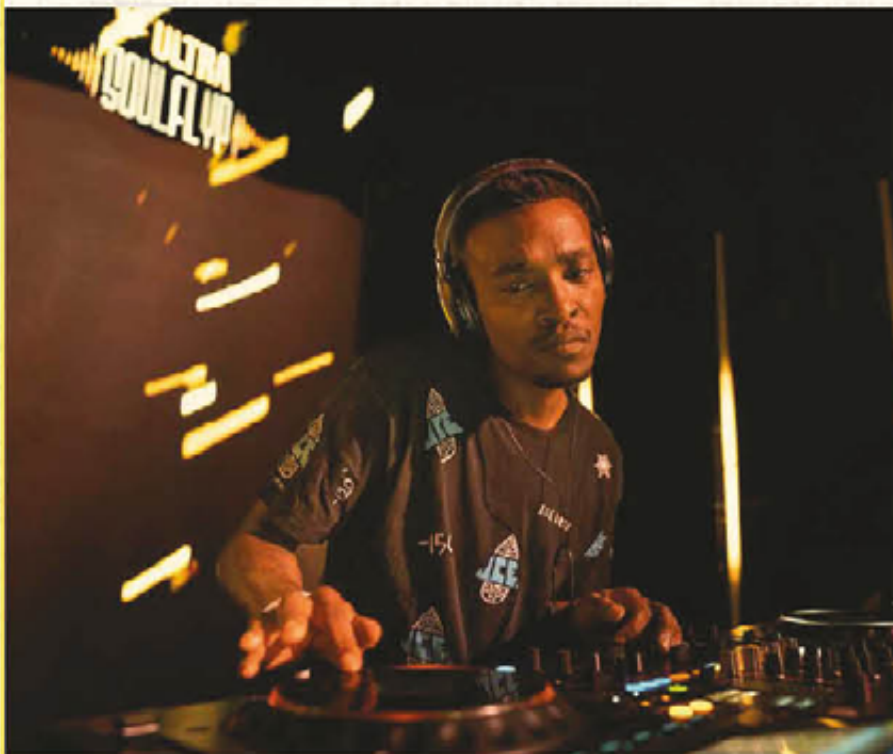
## KINGFISHER GAMING INITIATIVE



Kingfisher in India was the first to identify the growing interest and passion of GenZ with relation to gaming and hence collaborated with the largest Gaming & E-sports platform. This partnership achieved outstanding results, generating 88 million+ social media impressions, and reaching over 30 million people. The eventful two-day on-ground finale immersed fans in an unforgettable gaming experience, featuring tech-driven activations.



## ULTRA LAUNCHES ITS MUSIC IP “ULTRA SOULFLYP AN IMMERSIVE CELEBRATION OF MUSIC”



In the financial year 2022-23, Kingfisher Ultra forayed further into the world of music by launching its own music IP - ULTRA SOULFLYP, a new groovy series to spark off discovery of cross-cultural sounds in the growing alternative music space, immersive technology, and holistic consumer experience. SOULFLYP was launched in 4 cities (Bangalore, Delhi, Goa, Mumbai) with top international (DJ Lag, IAMDDDB) and domestic artists.

## ULTRA MAX DRAUGHT LAUNCHED IN 2 STATES

After the successful launch of Ultra draught in Karnataka and Maharashtra last fiscal, the draught segment of the Ultra portfolio further expanded with the launch of Ultra Max draught in Punjab and Chandigarh this fiscal. It is further set to expand its footprint to other states like Haryana and Karnataka.





## THE ULTRA FESTIVE CAMPAIGN AND KEY ASSOCIATIONS



In FY 2022-23, Kingfisher Ultra associated with more than 30+ events during the festive period of Diwali, New Year's, and Holi. Kingfisher Ultra also associated with Zomaland, the food & music festival of Zomato in 6 cities that witnessed over 1 lakh footfall, and other events like Alan Walker World Tour.

### ULTRA WITBIER SPREADS ITS WINGS

In the financial year 2022-23, Kingfisher Ultra Witbier expanded its footprint into the key markets of Telangana.





## #WELCOMETHESUMMER WITH WITBIER

### #WELCOMETHESUMMER

campaign was taken live, establishing Ultra Witbier as the authentic, refreshing, go-to summer beer. The brand's strategic focus on driving awareness through social media communication, tactical promotions, brand-led experiential brunches at lighthouse outlets with beer, live music and food, and visibility drives at retail outlets has been instrumental in creating a strong brand presence.



## INTRODUCING WITBIER ON TAP IN KARNATAKA



Another notable achievement has been the successful launch of Ultra Witbier on Tap in Karnataka, supported by a digital campaign that leveraged formats like reels and hyperlocal stories to optimize audience touchpoints. This launch has generated considerable interest among beer lovers in Karnataka, further strengthening the brand's presence in the region.