



## UNITED BREWERIES LIMITED

PERFORMANCE HIGHLIGHTS – YEAR ENDED MARCH 31, 2010.

- **CROSSED MILESTONE OF 100 MILLION CASES**
- **VOLUME UP BY 20%**
- **REVENUE INCREASED BY 18%**
- **NET PROFITS UP BY 51%**

The year ended March 31, 2010 saw our volumes sales grow by 20% against an industry growth of 10%. Through the market outperformance, we reinforced our position as market leader in both the mild & strong categories with Kingfisher Premium & Kingfisher Strong continuing to dominate their respective segments. Strong beer continues to increase in salience, as the strong beer market grew 13% versus a decline in mild beer by 2%. UBL's overall market share now stands at twice that of its nearest competitor.

Key contributors to our growth were Maharashtra, Rajasthan, West Bengal, Tamil Nadu, and Orissa. This growth is all the more significant as we discontinued supplies to Andhra Pradesh in the height of summer, and given the slump in Karnataka beer consumption because of severe increases in the Government's taxation of beer. In the last month of the Financial Year, the Karnataka market has shown signs of recovery.

UBL's gross margin increased by Rs. 159 crore in the Financial Year, despite the fact that recycled bottle prices have increased substantially. The company has lowered costs of power and fuel by 15% in absolute terms through efficiency improvements and the increased use of biomass energy sources, even as volumes grew significantly.

Profit before Interest and Exceptional Items grew to Rs. 208 crore. The Company continued to invest both behind brands and the trade.

Interest costs for the Financial Year reduced by Rs. 34 crore benefiting from favourable movements in the Rupee/US Dollar and lower other finance charges than the previous year.

UBL's profit before tax for the year ended FY2010 has grown by 50% compared to that of the previous year.

*Mumbai, 5 May 2010.*