

For Immediate release

Strategic Review of Selected Popular Brands

Tuesday, 23rd February 2021: United Spirits Ltd. (“USL”) is initiating a strategic review of selected Popular brands, continuing the strategy towards long-term profitable growth through premiumising the company’s portfolio.

USL’s Popular portfolio comprises around 30 brands and the strategic review will focus on approximately half of this portfolio by volume. This review will not include the McDowell’s or Director’s Special trademarks.

The strategic review is expected to be completed by the end of the 2021 calendar year.

Anand Kripalu, Managing Director & CEO, United Spirits Ltd, commented, ‘This review reinforces USL’s & Diageo’s commitment to deliver sustainable long-term growth and improved profitability, through a sharpened focus on core Popular and Prestige & Above brands, including international brands.’

About Diageo India

Diageo India is the country’s leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell’s No.1, Smirnoff and Captain Morgan.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3300 employees, 49 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Visit Diageo’s global responsible drinking resource, <http://www.DRINKIQ.com>, for information, initiatives, and ways to share best practices.

Celebrating life, every day, everywhere.

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