



BRITANNIA

BOUND FOR INDIAN PALATE

1 23 years ago, in a small house in central Calcutta (now Kolkata) an intrepid baker made a batch of delicious, golden brown biscuits. These were meant for officers of the British empire and their families, people were very used to the exacting standards of English tea-time snacking. From the paeans of ecstasy for that first batch of aromatic, flavoursome biscuits was born a long tradition of delectable baking - and its Indian custodian, Britannia. Over the last century and a quarter, Britannia has been serving the Indian consumer with a range of fresh, nutritious and flavour-

rich products. The brand takes pride in the food making traditions and in innovations in equal measure. They demand the best of ingredients and package their natural goodness in their products, without any compromise. They deliver a complete sensory experience, in every product, each time.

LEADING FROM THE FRONT

Today, Britannia is a leading food company in India delivering products through 4.2 million retail outlets to more than half the Indian population. The core emphasis across portfolios is on healthy, fresh and delicious food

and they are the First Zero Trans-fat Company in India. 50% of the product portfolio is enriched with micro-nutrients. Their products are also delivered through the Britannia Nutrition Foundation to combat malnutrition among underprivileged children. Britannia Dairy had its beginnings in 1997.

Britannia was one of the first companies in India to pioneer category defining innovations like Cream Cheese and introducing a host of international flavours for the cubes & spreads in India. In today's time Britannia Dairy products contribute close to 10% of the company's revenue.

Britannia markets its dairy portfolio on the back of a well integrated cold chain logistics network and reaches 3 million outlets across the length & breadth of this country.

Their foundation is built on the core values that they stand by and demonstrate through their actions every single day. They have the courage to shape a better future for all their stakeholders.

They hold themselves accountable for consistent, sustainable results by focusing on opportunities and eliminating obstacles, internal or external.

