



Britannia Marketing Communications Policy



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As India's largest Packaged Bakery and Dairy Company with a 100 year legacy of trust, Britannia is committed to deliver healthy, safe and nutritious products and communicate about the same responsibly to its consumers across all platforms.

1. Product development and marketing across all age groups in line with the laws of the land

Britannia complies with all local laws and regulations governing packaged food development and marketing, besides which advertisements of our food products also adheres to the ASCI Code. All product communication to the consumers will represent the products appropriately.

Marketing to Children < 12 years

Britannia is sensitive to and conscious of the responsibility it carries to market and advertise responsibly to children < 12 years of age.

Britannia will endeavor to only selectively market products to children which the Company qualifies as having requisite nutritional content which is good for consumption by children: For instance, high protein Milk based beverages having natural calcium and other minerals and products fortified with essential micro- nutrients like Iron, Folic Acid, Vitamins B and D.

2. Marketing Communication guardrails

Britannia commits-

- To not exploit a child's imagination in a way that could mislead him/her about the nutritional benefits of the product involved
- To not represent food products not intended to be substitutes for meals as such.
- To not undermine the concept of healthy balanced diets, or the importance of a healthy active lifestyle.
- To ensure that all nutrition and health- benefit information and claims for our products will have a sound basis.
- To ensure that the material characteristics of products (such as taste, size, nutrition or health benefits) shall be accurately represented across all media that it is featured in.
- All Britannia content on virtual media shall display the Company and brand logo prominently and will be clearly recognizable as a commercial ad through branding and product/ brand placements.

3. Lawful Product Labeling & Responsible Voluntary Disclosures

Britannia's products' labelling will be comprehensive with clarity on the contents of all macro and micro-nutrients. The nutrient content will be compared with the NIN RDA (Recommended Dietary Allowance) and the percentage in the product will be reported.

3.1 Voluntary on- pack disclosures- Over and above the lawful labeling requirements, Britannia products will declare MUFA, PUFA, Cholesterol and Allergens, wherever applicable.

3.2 Guardrails on health claims on pack and communication- Britannia will follow all laws of the land with regard to health claims. The Company will carry out an annual review of its product claims and make changes wherever deemed necessary.

4. Marketing Associations and Premia

Britannia commits to exercise utmost prudence and discretion in evaluating associations and marketing premia in such a manner as to be seen as promoting healthy, active lifestyles.

5. Media usage to restrict direct targeting of children < 12 years

- Media channels wherein 35% or more of the audience are children < 12 years, are to be restricted to around 20% of the overall media mix. Media channels such as the above to serve primarily only as vehicles to effectively reach other TGs e.g. mothers.
- Britannia commits to ensure the design of websites/pages is appropriate to over 12s predominantly, i.e. not designed to attract younger children.
- Britannia commits to apply target audience measures and restrictions in media targeting children < 12 years to all forms (including "native advertising") and digital media, including own and third-party digital media

6. Marketing Communications and Sales in Primary/ Secondary Schools (for children up to age 12 and for teens)

Britannia commits to only marketing/advertising 'healthy' products in (or near) Primary and Secondary schools in agreement with schools/parents

7. Audit & Compliance

Britannia commits to undertake Internal audits (annually or more frequently, if required) on marketing practices covering all audiences including children and/ or teens, and, wherever required, corrective action will be taken.

With regard to marketing communication to children < 12 years of age, the Company will seek to maintain a compliance level of 90% and above across all media (including TV, Print, Online)