



# BRITANNIA NUTRITION POLICY



## **Britannia Nutrition Policy**

**Objective:** To provide consumers with convenient, delightful food choices to meet their daily nutritional needs and thereby contribute to a better quality of life and address some of the major country specific nutrition related public health concerns.

**Scope:** The Britannia Nutrition Policy is applicable to all the products manufactured and marketed by Britannia Industries Limited for ensuring health and wellness of the consumers.

**Implementation Authority-** The CEO and VP, R&D and Quality will have the authority to implement the Company's Nutrition policy.

### **1. Nutrients to Limit and Encourage**

Britannia is committed to reducing the negatives and increasing the positives in its product portfolio.

Britannia will make a concerted effort to increase positives like dietary fiber, wholegrains, fruits, vegetables, seeds, nuts, pulses, dairy and protein sources in its product portfolio to contribute positively an individual's daily nutritional requirements.

Britannia is a pioneer in food fortification in India. We will continue to fortify a range of our products with essential micronutrients.

### **2. Britannia R&D focus on development of healthier product choices**

In its endeavor to offer consumers delightful yet healthier product choices Britannia R&D will continuously explore usage of functional ingredients and ingredient with inherent goodness, in its product range as per the recent scientific evidence and changing consumer needs to address nutrient deficiencies and diet related non-communicable diseases.



### **3. Britannia Nutrition Criteria-Commitment to Nutrition**

We have developed Science based Nutrition guidelines, specific to our portfolios, for product formulation and renovation.

The Britannia Nutrition Profiling system takes into account levels of Sugar, Fat, Saturated fat, *Trans* fats and Sodium along with the positives like Dietary fiber, Whole grains and Micronutrients.

### **4. Address Country Specific Malnutrition**

Britannia will focus on Research and Development of scientifically designed products to address the country specific nutrition goals like undernutrition and Iron Deficiency Anemia for vulnerable groups like children, adolescents and women in its products intended for commercial and non-commercial usage.

Britannia also continuously partners with the Government, NGO's, private sector , individual practitioners and academicians to co-create sustainable solutions to address malnutrition/undernutrition, micronutrient deficiencies and/or obesity and diet related diseases

### **5. Nutrition Labelling and Claims**

Britannia is committed to help consumers make informed decisions by providing the nutrition information in a clear and simple way across its portfolio. Our commitment to provide nutrition information on back of pack is in line with Codex and Food Safety & Standards (Packaging & Labeling) Regulations 2011 requirements in India. Britannia products intended for International markets will comply to the applicable global regulations.

Britannia will fortify its products as per the Indian Food Standards (FSSR) wherever applicable and as per NIN (ICMR), Codex, WHO etc. otherwise.



#### Back/Side of Pack information

Britannia products will declare Nutrition Information on the back/side of pack for Energy (as kilocalories), Carbohydrates, Sugar, Protein, Fat, Saturated Fat, Monosaturated Fat, Polyunsaturated

Fat, Trans fatty acids, Cholesterol per 100g of product and for international markets the Nutrition Information will be declared basis serve size and country specific daily values.

The claims made on the packs will comply with the FSS Regulations India, Codex Guidelines, and applicable regulations for the International Markets.

#### Front of Pack information

Britannia will provide Front of Pack nutrition information for the nutrients which helps consumers to make an informed choice including nutrition claims

Britannia will voluntarily declare the following nutrients in FOP/BOP although these are not mandated under the Indian Regulations.

- a) MUFA
- b) PUFA
- c) Cholesterol
- d) Sodium
- e) Allergen declaration
- f) Dietary fiber (If any)

## **6. Responsible Marketing**

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.

For our detailed Britannia Marketing Communications Policy refer here:

<http://britannia.co.in/investors/code-of-conduct>