



## Snacks bhi, Baked bhi

### Britannia 50-50 Snackuits: The license to guilt free snacking & limitless enjoyment

Tired of being bogged down with family chores and responsibilities? Now take some time off for yourself! Your ultimate happy snack is here to help you break life's monotony and have some girl fun. Let your hair down and show people the witty-whacky side of you. Chilling out and gossiping with your girl gang, Snackuits gives you the license to show your fun side and break free!



Britannia introduces 50-50 Snackuits giving every modern day homemaker the option of guilt-free snacking as it is baked & has cut back on cholesterol, MSG, Trans Fat and oil.

A best of both the worlds - With flavours from gourmet food cuisines across the world & the goodness of biscuits, 50-50 Snackuits has a unique combination of stimulating flavours that bring alive the gourmet taste of authentic Swiss Cheese, Chinese cuisine & Italian pizzas.



**Flavour Descriptors:** Swiss Cheese Chilly, Chinese Hot & Sweet and Italiano Pizza. Priced at Rs. 10 each for 30 gms in a pouch pack for easy on-the-go consumption. Priced at Rs. 20 each for 50 gms in air tight box pack for in-home use.

Ms. Shalini Degan, Category Director- Delight and Lifestyle, Britannia Industries talking about Britannia 5050 said “Britannia 50-50 has been synonymous with snacking for housewives for as long as it has existed. The brand celebrates the self assured, witty, unconventional side of housewives. 50-50 believes that housewives can be fun & have an easy & happy relationship with ‘life’ & not a serious or contentious one as they are often stereotyped to be.”

Talking about the 5050 Snackuits campaign, R. Balki, Chairman and Chief Creative officer, Lowe Lintas added, “Who says housewives are boring? If only we could put a camera when they are with their friends.... Husbands will be shocked! It’s like adda baazi for their wives! It’s not just teens who hang around with snacks! 50-50 Snackuits is positioned as an accompaniment to the housewives adda! Just a way to make snacking interesting for all!”

**About Britannia:**

Britannia Industries is one of India’s leading Food companies and a leader in the Bakery and Dairy segments in the Indian marketplace. With revenues in excess of Rs. 4,500 crores (USD 1 billion) annually and a storehouse of power brands, Britannia is also India’s favorite Food Brand. Britannia caters to consumers in all demographic and socio-economic segments across urban and rural India. Britannia products are available across the country in over 35 lakh (3.5 million) retail outlets, at consumer-accessible price points starting at as little as Rs 2 (~ 4 US cents), and reach over 40% of Indian homes.

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