



Add Cheer to your Christmas with Britannia Shubh Kaamnayein

East/Kerala, December 2013- Christmas is that the time of the year, when a feeling of bonhomie takes over and you find yourself soaking in the festive cheer. The festivities usher in a time when family & friends come together, bonding over food, carol, and gifts. Over the years, Christmas has evolved as a festival that transcends the divide of communities and brings people together with a common message of celebration and merriment.

In keeping with the festive spirit of Christmas, Shubh Kaamnayein, an exclusive gifting range from Britannia, brings a wide array of gift packs. These are specially crafted to fit in with the classic Christmas gifting themes of fruit and nut, chocolate and plum cakes. A delightful collection, this year's Shubh Kamnayein range is available in vibrant & bright hued packs that spell festivity. Available in 4 indulgent variants, these hampers have been specially crafted to savor the richness of endearing bonds with friends & family.

This range this year consists of classics **Fruit & Nut (350g @ Rs 150 & 240g @ Rs. 100) & Plum Cakes (300gm @ Rs 150)** as well as delicacies like **Choco Delight (190g @ Rs 75)** .

Each pack is decked up in the festive colors of red & green with overtones of gold & silver that matches perfectly with the yuletide spirit. These bright hued aesthetically designed packs are the great way to welcome the festivities.

Says Anuradha Narasimhan, Director Marketing, Britannia Industries Ltd, "Christmas is a time for relishing relationships. It is an occasion for joy, togetherness and celebrations. Over the years, our endeavor has been to deliver joy to innumerable Indian homes, and each Christmas we strive to make the day a special one for all our consumers."



About Britannia Industries Ltd.:

Britannia Industries is one of India's leading food companies and a leader in the Bakery and Dairy segments. With revenues in excess of Rs. 6000 Cr annually, Britannia is India's favorite food brand and a storehouse of power brands like Good Day, Tiger, NutriChoice, MarieGold etc which are household names in India. Britannia's product portfolio includes biscuits, bread, cakes, rusk, and a host of dairy products like cheese, beverages, dairy whitener etc. Britannia products are available across the country in over 35 lakh retail outlets and reach over 40% of Indian homes.

Our objective is to make Britannia products accessible for the heterogeneous people of India across all demographics - and meet their ever changing expectations and palates with organoleptically superior products. Our products are priced from Rs 2 and make for low-expense delight providers and hunger satiators. Many of these everyday products have been fortified with essential micronutrients like Iron, Calcium and Vitamins to help meet the nutrition needs of the Indian population. At the other end of the spectrum, our products provide an experience upgrade – more health, more delight, more convenience, all of which the consumer has shown willingness to pay for.

Britannia has been rated as the No. 1 Food Brand in the country across food categories by an independent survey conducted by a reputed news publication (Economic Times - Brand Equity Most Trusted Brands Survey 2010 & 2012). Britannia has also won several awards for Quality – prestigious among them being the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

For more information, pls contact: Madison PR

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