



For Immediate Release

Britannia Industries wins Asia Pacific Quality Organization (APQO) World Class Global Performance Excellence Award (GPEA)

- *The only Indian and Indian Food Company to receive this recognition under the **Large Manufacturing Company Category***

Bangalore, June 27th, 2012 – Britannia Industries Limited has been awarded the Global Performance Excellence Award (GPEA) by Asia Pacific Quality Organization (APQO) at its Chicago HQ on June 18th, 2012. Britannia was among 18 organizations from 8 Asian and Pacific Rim countries that were recognized for world class quality performance based on the parameters modeled on the lines of the U.S. Malcolm Baldrige Performance Excellence Award. Britannia won this "Best In Class" award, an international recognition for its manufacturing units and the overall processes of performance excellence adopted by the company.

Britannia is the only Indian food and manufacturing company to receive this award.

Commenting on this Global recognition Ms. **Vinita Bali, Managing Director, Britannia Industries Limited**, "We are delighted and honored to receive this award which is a strong testimonial to the stringent quality and performance standards we set for ourselves and the relentless pursuit to achieve them from all our team members at all levels. This award is a tribute to the commitment and efforts of the entire Britannia team to delight consumers with delicious and healthy food products"

The Awards will be presented at the 18th APQO/International Conference on Quality in Colombo, Sri Lanka on October 14-17, 2012.

About Britannia Industries Limited

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.

About the Global Performance Excellence Award (GPEA)

The GPEA is the only formal international recognition of performance/business excellence. Since 2000, 109 organizations have received the various categories of this award. In 2010, the name of the award was changed to GPEA to reflect the evolution in the field of quality from a focus on product and services to a strategic focus encompassing overall organizational performance termed performance / organizational / business excellence.

GPEA is a strategic enabling tool for global performance excellence. It helps to strengthen the strategies and performance of organizations to succeed in the fast evolving global market place. The GPEA process promotes awareness in performance excellence as an increasingly important tool in competitiveness towards global business success and sustainability. For more information about GEPA visit www.apqo.org.

About the Asia Pacific Quality Organization (APQO)

The APQO was founded and organized by National Quality Organizations in Asian and Pacific Rim countries including the American Society for Quality and was incorporated in the Philippines in 1985. It is a non-profit organization formed to be a primary mover for quality and continuous improvement for goods and services and quality of life in the Asia Pacific Region. APQO has several hundred National Quality Organizations (Core members), Corporate members, and Individual members. For more information about APQO visit www.apqo.org.

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