



**This Diwali, Britannia gifts a 'Shubh Kaamnayein' to every relationship!**

*A delightful range of gifting hampers to make Diwali gifting special*

**October 2013-** Festivities bring us closer to family & friends, strengthening the bonds of love. What better time than Diwali, to share the joy & create everlasting memories with your family, friends, colleagues & associates! The festival of lights is but the best time to share affection and joy & bask in the heart-felt warmth of relationships.

In keeping with the festive spirit of Diwali, Shubh Kaamnayein, an exclusive gifting range from Britannia, brings a wide array of gift packs. Some of these are specially crafted to fit in with the classic Diwali gifting themes of dry-fruits, chocolates & meetha-namkeen. This year's Shubh Kamnayein range is available in vibrant & bright jewel tone packs that spell festivity. These hampers have been specially crafted to honor and celebrate the various relationships with friends & family.

The Britannia '**Choco Delight Range**' is a rich assortment of chocolaty delicacies which promise to spread smiles and pamper your loved ones. This heavenly assortment of cookies and cream biscuits include some of Britannia's best brands like Good Day Chocó-Chip, Pure Magic, Bourbon and the newly launched Jim Jam Chocolate.

Diwali gifting is never complete without dry fruits. The special "**Dry Fruits Delight**" has been created keeping this in mind. These rich hampers containing Good Day Pista Badam , Good Day Cashew, Good Day Choconut.

The much loved '**Meetha namkeen**' range is a collection of Britannia's popular sweet and savory biscuits like Bourbon, 50-50 , Little Hearts & Good Day which have an eternal appeal.

With a special focus on the health conscious, Britannia has a "**Healthy delights**" pack that contains an assortment of the healthy yet delicious Nutrichoice range of products like Digestive, 5 grain and Oat Cookies .

Britannia's Cakes always bring a smile to everyone's face: be it a child or an adult. There are two vibrant delightful packs including a vegetarian option.



This year a Limited edition festive tin pack containing a rich assortment of Good Day's Butterscotch cookies has been launched. These melt-in-your mouth, buttery cookies sprinkled with butterscotch crystals can liven up your loved one's day.

'Britannia Shubh Kaamnayein' packs are available at prices that range from Rs. 100 to Rs. 300.

Says **Anuradha Narasimhan, Director Marketing, Britannia Industries Ltd**, "Diwali is an occasion for joy, togetherness and celebrations. At Britannia, we have been delivering joy for decades and strive to make each Diwali a special one for millions of Indian homes. The portfolio consists of Britannia's interpretation of conventional Diwali offerings: dry-fruits, chocolate & meetha-namkeen along with special offerings in Health and Cakes. We have a complete gifting collection crafted keeping in mind each of your loved ones."

***Iss Diwali Har Rishtey Ke Liye Britannia Shubh Kaamnayein!***

#### **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**

Varsha Sharma \_ 98865 54145

Sagarika Bhattacharya\_ 9740194631