

**Britannia launches ‘Flavored Yoghurt’ in three delicious variants – Mango ,
Vanilla and Strawberry**

A delicious range of thick, tasty and healthy flavored yoghurts fortified with 5 active nutrients.

Available in 3 flavours – Mango , Vanilla and Strawberry

Bangalore September 10 ,2012: Britannia Industries Ltd., one of India’s most trusted food brands with a diverse portfolio of products in biscuits, bakery and dairy categories, has launched its range of Flavored Yoghurt in three exciting flavors – Mango, Vanilla and Strawberry.

Britannia Flavored Yoghurt, fortified with 5 active nutrients: Iron, Iodine, Calcium, Zinc and Vitamin A; is a convenient, fun filled, tasty and a healthy snack for everyone. It is available in a set form, making it easier to scoop and eat.

Speaking at the launch of , Mr. Vinod Menon, Head – Dairy Business, Britannia Industries Ltd., said “ *Flavoured Yoghurt has emerged as a distinct segment in the last one year. Internationally; flavoured yoghurt – in both frozen and fresh form is well developed and seen as a healthier option. Majority of the Flavoured Yoghurt consumers are today’s’ youth and young working adults, who are open to trying new products & experiences.*

The launch of Flavored yoghurt strengthens the Britannia credo of “Eat Healthy, Think Better”.

During the day, people end up eating high calorie food like samosas and puffs to satiate their hunger pangs and then end up feeling guilty post having the snack. Flavored yoghurt, with the goodness of dahi and real fruit serves as the perfect any time light snack – that’s very filling and also leaves them with **0% guilt!**

The flavored yoghurts comes in an attractive and convenient packaging which is easy to carry and can be had on the go!! All variants have a shelf life of 18 days and have to be stored in a cold environment. Britannia Flavored yoghurts will be priced at Rs 15/- per 100gm pack.

This launch further enhances Britannia’s active foray into healthy milk based products.

Britannia Flavored yoghurt will be initially launched across metros– Mumbai, Delhi, Bangalore Hyderabad and Chennai in the first phase.

About Britannia:

Britannia is one of India's most trusted food brands and caters to consumers in all demographic and socio-economic segments, across urban and rural India, through every day food like biscuits, cakes, rusks and dairy products. 'Britannia' is amongst the Top 10 Most Trusted Brands across all categories and # 1 Most Trusted Food brand, in an independent survey conducted by AC Nielsen and The Economic Times.

Today Britannia is a leading brand in the organized biscuit and bakery product market in India and has always been the pioneer in product innovation. Biscuits straddle nutrition, delight and convenience benefits, and reach over 90% of all households in the country. Biscuits are consumed as healthy in-between meal fillers and make very effective energy providers. Living up to its credo "Eat Healthy Think Better" Britannia meets the needs of today's consumers who like health and taste to co-exist in the food they eat. Several popular Britannia brands like Tiger, Good Day, Marie Gold, 50-50, Milk Bikis, Treat, NutriChoice, Britannia Cheese, Britannia Daily Fresh Dahi are popular household brands.

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