



...peel...colour...stick...

Duniya ke rang badlo Britannia Colour Crazies ke sangh

Bangalore, 8th November, 2011 : Britannia Industries Ltd., one of India's most trusted food brands with a diverse portfolio of products in biscuits, bakery and dairy categories, has added an extra goodie to their 'Acchayon Se Bhara' Cakes for kids. Now with every pack of Britannia Cakes get fun-filled, cool designs of Colour Crazies freebies with vibrant sand colours to help paint the world the way you see it!

Parents are always on the look out for ways they can foster an active, healthy imagination in their growing kids. Britannia, with their Colour Crazies sand art cards encourages children to express their inner artistic skills. A simple peel, colour and stick technique and you have a masterpiece in hand! What's more?.....these cards can be used as bookmarks, labels, bag tags and a whole lot of exciting things.

The Colour Crazies premia cards are applicable on 60gms and 90gms packs of Britannia Cakes and are available nationally.

Hurry collect them all and unleash your creativity to the world!

About Britannia Industries Ltd.:

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 annually and a storehouse of power brands, Britannia is also India's favorite Food Brand. Britannia was 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 Trusted Brands Survey, 2010). 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.