

Britannia Good Day spreads a golden hue across the city as it announces winners of the Har Ghante Sona Khanke offer!

~ Awards every Sone Ke Dilwale in Kochi with 10gms gold ~

Hyderabad, March 19, 2013- It was a proud moment for **Sone Ke Dilwale** from Hyderabad, as Britannia Good Day gifts the prized 10 gm gold coin to them. A moment of immense pleasure and joy, Hyderabad's winners of the "**Har Ghante Sona Khanke**" offer were truly overjoyed as they were handed over the baton of being the goodness ambassadors for their communities.

With the exciting promise of the Har Ghante Sona Khanke offer, Britannia Good Day reached out to its consumer to spread cheer by giving out one 10 gram gold coin every hour for ten hours a day! This offer was part of the celebrations by the brand, on the occasion of having completed 25 years.

The Good Day Sone Ke Dilwale offer has witnessed participation from over 21 lakh entries. The lucky winners of the 10 gms of gold come from all over the country, with Hyderabad having 12 winners. The lucky winners from Hyderabad are **Akram Uddin Mohammed..... (other winner's names)**

Expressing his boundless joy, **Akram Uddin Mohammed**, one of the winners of the Golden Cookie offer said, *"It feels unbelievable to have actually won 10 gms of gold, by simply consuming a packet of my favourite Good Day cookies. I have been a loyal consumer of Good Day for a very long time, and being one of the privileged winner of the gold coin is a matter of great pride to me. I will treasure the Good Day gold coin for the rest of my life."*

..... another lucky consumer from the city said, *"When I first heard of the offer, I wasn't sure if it would be genuine. Luckily I participated with a simple SMS and today my family and I feel nothing less than blessed. Thank you Good Day."*

"As part of Good Day's 25th year celebrations, we wanted to celebrates people with a heart of gold, doing acts of goodness unconstrained by resources and committed to the task of spreading goodness .We chose a pan-Indian symbol of prosperity – gold and offered consumers the opportunity to win gold every hour through Good Day. In doing so we have reinforced the core values of brand Good Day.....spreading cheer, sharing happiness & inherent goodness. The "Sone Ke Dilwale" campaign, felicitates ordinary people doing extraordinary things in an effort to contribute to the society and echoes the brand belief that there is inherent goodness in every individual," said **Ms. Shalini Degan, Category Director – Delight & Lifestyle, Britannia Industries Ltd.** commenting on this campaign.

"Good Day is proud to have touched numerous lives across the country, through the 'Heart of Gold' initiative. By presenting the gold coin to the winners of 'Sone ke Dilwale activation' we wish to have passed on to them, the responsibility of being the goodness ambassadors in their communities," she added.

The other winners across India are:

- **Sagar P Mayekar, Ankush Sogam, Rajesh Iyer** from **Mumbai (Maharashtra)**
- **Smita Mandar Adhikari** from **Thane (Maharashtra)**
- **Vipulkumar P Asharawala** from **Surat (Gujarat)**
- **Vardhana Singh** from **Aligarh (Uttar Pradesh)**
- **Padarthi Venkateshwara Rao** from **Prakasam,(Andhra Pradesh)**
- **D.K Srinath** from **Hubli (Karnataka)**
- **Ponnuru Maheshwara Rao and Gadaraju Suresh Verma** from **Krishna (Andhra Pradesh)**
- **Nevin Pathadan** from **Ernakulum (Kerala)**
- **Gaurangkumar Patel** from **Navsari (Gujarat)**
- **Bharat Soni** from **Valsad (Gujarat)**
- **Prasad V.K** from **East Godavari (Andhra Pradesh)**
- **Alfred Alexander** from **Pathanamthitta (Kerala)**
- **Poornima Ramakrishnan** from **Chennai (Tamil Nadu)**
- **Jasbir Singh** from **Delhi**
- **D A Murthy Vabilisetti** from **West Godavari (Andhra Pradesh)**
- **Neha Nimje** from **Nagpur (Maharashtra)**
- **Kavita Devi** from **Muzaffar Nagar (Uttar Pradesh)**
- **Ramdas Notani** from **Kanpur (Uttar Pradesh)**
- **Satish Gaikwad** from **Pune (Maharashtra)**
- **Abdul Kuddus & Mujeeb Rehiman** from **Kochi (Kerala)**

About Good Day

Launched in 1986, the 1st Good Day was produced in the company's Kolkatta factory, which redefined what consumers could get from a biscuit. Good Day created 'the cookie' with its tantalizing aroma, delicious crumbly bite and the taste of real butter. And Indians instantaneously loved it! In 1996 having crossed the Rs. 100 crore mark, Good Day indulged its consumers even more with the launch of two new delightful variants - Cashew and Pista, presenting an irresistible choice.

By 2006, Good Day became a household name and was selling all across India - in big cities and small, in all towns and villages, through about 20 lakh shops. And sales crossed Rs. 500 crores. People enjoyed it everywhere, served it to guests with pride, and wanted more!

Today, in its 25th year, Britannia Good Day is the most preferred brand in the biscuit category commanding 97% preference. Good Day is the largest brand in the indulgence category commanding 77.6% YTD market share, category valued at Rs 2500 Crores. AC Nielson valued Britannia Good Day at

Rs 1587 as on 31st March 2012 with a healthy 16% CAGR growth for the last 5 years. Today Good Day see daily sales of 365 tonnes which translates into 4.5 Mn packs which translates into 45 lac Indians enjoying the rich and authentic cookie experience every day.

About Britannia:

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.

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