

Britannia Milk Bikis gives children of Bihar and Jharkhand wonderful opportunity

Milk Bikis Future Minds Scholarship enables children to experience their cherished dream

Bihar/Jharkhand, September 2013 - Tanmey (8 years old), Khushi (7 years old), Kumar (10 years old) and Aquib Alam (9 years old) have always dreamt of becoming a doctor, while Saud (10 years old), another young student from Siwan, dreamt of being an IPS Officer. The dreams of Tanmey, along with the 4 other children, came true as they emerged winners of a 1 lakh rupee scholarship presented by **Milk Bikis Future Minds Scholarship Programme**.

Britannia Milk Bikis, one of the most popular and highly loved biscuit brands in India, encourages children to pursue their dreams through the **Milk Bikis Future Minds Scholarship Programme**. An initiative by Britannia Milk Bikis, this programme inspires children to dream big and achieve their aim in life. Under the aegis of this scholarship, young India now has wings added to their dream.

Targeted at the states of Bihar and Jharkhand, the programme has been immensely popular. This scholarship programme received **87000 calls within a period of just 6 weeks**. The programme kicked off on 15th February 2013 and saw a closure on 31st March 2013. Five winners, viz, **Aquib Alam - Chela memorial School – Motihari, Tanmey - Delhi Public School - Ranchi, Khushi Bhardwaj - St Marry School - AG Colony - Patna, Kumar Saurav - Nissan international School - Patna and Saud Alam - Good Shepherd Mission Public School – Siwan** have been chosen.

Speaking about the programme, **Ms. Anuradha Narasimhan, Marketing Director, Britannia Industries Ltd.**, said, *“At Britannia, our commitment towards child growth and development has always been at the core of all our activities under Milk Bikis. With the fortification of essential nutrients, Milk Bikis has been designed to deliver a solid foundation for the children from an early age by being a pillar for growth and development. Through the Future Minds Scholarship Programme, Britannia aims to encourage children to think about their choice of career from an early age and supports their choice by providing them a platform to help them build a strong future. The excitement and enthusiasm from the children and their parents has been our driving force for this programme.”*

Says **Dropadi Devi, mother of Tanmey**, *“I am really happy that my son has received this wonderful scholarship, which will now help him to pursue his childhood dream of him becoming a doctor. He is very ambitious and I thank Britannia Milk Bikis for extending this opportunity to Tanmey... this will now provide a foundation to help him achieve what he aspires for.”*

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. 6000 Cr 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 across all socio-economic categories across both rural and urban India. Britannia products are available across the country in over 35 lakh (3.5 million) retail outlets. Britannia has a wide range of bakery and dairy products, several of them enriched with micro-nutrients. The brand philosophy has been that a nutritive meal is every man's right. Keeping in mind consumers who reside at the base of the pyramid, at consumer-accessible price points starting at as little as Rs. 2/- (~ 4 US cents) and also delights consumers with organoleptically superior products across India. Our products reach over 40% of Indian homes.'

For further information please contact:

Madison PR

Sajid Pervez- 09835403559