

## Britannia Milk Bikis gives kids a chance to live their dreams

*Milk Bikis Future Minds programme gives kids the chance to live their future career ambitions for a day!*

**October 2012:** Ganesh has always dreamt of being a doctor, while his classmate Shyam's dream was to be a scientist. Ganesh, along with 265 other kids were literally transported to a dreamland, as they got the opportunity to experience the thrill of their dream careers, for a day.

Britannia Milk Bikis, the most popular and loved biscuit brand in Tamil Nadu, gave this once-in-a-lifetime chance to the kids to live their dreams. Through the **Milk Bikis Future Minds programme**, kids got an opportunity to get a glimpse into a profession of their choice. Launched in two phases, through this programme Milk Bikis reached out to almost **2 lakh kids** across **5 cities viz, Salem, Vellore, Madurai, Coimbatore and Chennai**, by engaging with them through fun and learning activities.

Apart from on the spot gratification for the lucky students, in each school, the final winners were taken for a **day long internship**. Based on the childrens interest, they were offered a choice of internship among professions including - **doctor, scientist, pilot, journalist, musician and engineer**.

The internship saw a bevy of medical aspirants with a whopping **45% of the children opting for internship as doctors**. The doctors in various hospitals like **Narayani, Meenakshi Mission and Apollo**, the doctors spent time with the children teaching them First Aid, CPR and introducing them basic medical equipments. **19% of the child brigade were taken to Vellore Research Centre** to experience a day in the life of a scientist, where they were taken for a tour of the facility and introduced to the gadgets and instruments. **8% of the students got the rare opportunity to enliven their 'musical' dream when they went visiting A. R Rahman School of music in Chennai**. A 'musical session' was organized for the kids which included inputs from the experts at the music academy. The students of the academy held special instrumental and vocal performances for the kids. The whole experience became a memorable platform of learning & fun in the lesser known field of music.

Speaking about the programme, **Ms. Anuradha Narasimhan, Category Director, Health & Wellness, 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. Through experiential learning programme, Britannia aims to encourage children to think about their choice of career from an early age, by giving them*

*a glimpse of what they want to be when they grow up. The excitement and enthusiasm from the children and their parents has been our driving force for this programme. "*

Says **Mr. Balakrishnan**, principal of a leading school in Chennai, " *This initiative by Britannia Milk Bikis is highly appreciated. It not only gives the kids to touch and feel the intricacies of the manufacturing process, but they also take home an experience of a life-time. We are committed to provide the right environment of the growth of fresh and ingenious minds of these children, Milk Bikis Future Minds has really helped us take a huge lead in that direction."*

**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.

**For further information please contact: Madison PR**

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