



Britannia Tiger unveils the secret to 'Roz Badho'

~Revolutionizes the concept of kids nutrition with a range of healthy new offering~

22nd November 2012- Britannia Tiger, one of the biggest brands in the kids segment, has re-invented itself to revolutionize the concept of kids' nutrition in the country. Equipped with a new vision of **leading the kids' nutrition space**, Britannia Tiger has revamped its offerings to embody fun and energy on one hand and health and nutrition on the other. Enriched with growth nutrients across all its variants –**Glucose, Krunch Cookies and Creams**, Britannia Tiger comes with the credo of '**Roz Badho**'.

The importance of balanced nutrition, for a child's growth, is unparalleled. Fussy eating habits and unpredictable demands of children pose nothing short of a challenge to today's mothers. Preparing their kids for a highly competitive and challenging world, while ensuring fulfillment of their developmental needs, is of prime importance to every mother. Right Nutrients play a pivotal role in ensuring that a child's physical and mental growth is optimum to deliver in today's challenging environment.

Aimed at addressing every mother's concern on their kid's nutrition, Britannia Tiger has undergone a considerable shift in its product offering, transforming itself into a healthier and tastier avatar. Identifying the role of biscuits as an important component of daily food and a major carrier of nutrition, Britannia Tiger fortifies itself, across categories, with proven growth nutrients like **iron, calcium, folic acid, vitamin A and D***. Packed with **25% of daily growth nutrients** (every 100 gms), Tiger is every mother's secret game plan to ensure their child's everyday share of fun and nutrition.

Says, **Anuradha Narsimhan, Category Director, Health and Wellness, Britannia Industries Ltd**, *"In a highly competitive value biscuit category, Tiger differentiates itself by successfully identifying biscuit's role of being a nutritious food and not just a filler. With the inclusion of proven growth nutrients across all formats of Glucose, Krunch and Creams, we have taken the brand to an all new level, where it acts not just as an energy booster but also ensures delivery of nutrients for daily growth. Britannia Tiger now ensures that the right nutrients are within the reach of every kid through its highly affordable positioning and wider reach."*



Says, **Ms. Shweta Tejekar, Consultant- Dietician, Nagpur**, *"Children across income and social groups suffer from iron deficiency. Iron plays a critical role in their physical growth and mental development. Additional nutritional benefits can be gained by fortifying food that is consumed every day. The role of nutritional supplements in a kid's diet is gaining relevance by the day."*

To ensure a powerful delivery of the message of being every kids partner in nutrition , Tiger has teamed up with Bollywood superstar, Salman Khan. Extremely passionate about fitness, a healthy lifestyle and also about children, their education & healthcare, Bollywood's Tiger is a perfect fit in Britannia Tiger's mission.

Britannia Tiger is available in variants of Glucose, Krunch and Chocochips and Fruit & nut and Creams in six delicious flavors between a range of Rs 2/- to Rs 50/- across all modern and general trade outlets, throughout the country.

** as per RDA for 7-9 year old Indian children.*

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 the 2nd Most Trusted Brand 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 and nutrition 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, Daily Fresh Dahi, Britannia Cheese are popular household brands.

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