



An Honestly Good Cracker Experience

Britannia NutriChoice brings home the goodness of golden, sun-kissed wheat

November 2013: The benefits of consuming pure & additive-free food are many. Other than being inherently good, they are also low in calories, contain no cholesterol and almost no fat. Consumers these days are consciously choosing and consuming food that is pure, since a multitude of food around us are laden with artificial flavors, colors & additive. Owing to the rising number of discerning & health conscious consumers, across India, the trend of eating pure, wholesome food has seen a steady escalation.

Britannia NutriChoice is synonymous with introducing its consumers to new and exciting concepts of health and stands by them in their quest for pure & healthy options in food. Pioneer in crafting newer & exhilarating dimensions to the 'experience of health' for its consumers, Britannia NutriChoice now adds NutriChoice Crackers to this exciting bouquet of offerings.

Made from inherent goodness of sun-kissed wheat these biscuits pave a unique way to health. These biscuits are devoid of all forms of additives & artificial flavors and come with a promise of **0% cholesterol, 0% transfat, 0% artificial colors and 0% added flavors**. Owing to the fact that, these biscuits are untouched by any external impurities these delicate, crisp, perfectly baked crackers, are pure & healthy to the core & have the unique proposition of being the 'Honestly Good Biscuits'. When you treat yourself to NutriChoice Crackers, all you can expect is the **Honestly Good Experience**.

These "Honestly Good Biscuits" are available in a classic, mildly salted variant called **Simply Lite**. The product is now available in an urbane, smart and attractive packaging.

Says, Anuradha Narasimhan, Director - Marketing, Britannia Industries Limited, "NutriChoice as a brand focuses on healthy eating and is as an ally for everyone who is constantly looking for an evolved health and lifestyle alternative. Through the unique taste & format of NutriChoice Crackers we intend to extend a better lifestyle choice to our consumers, who are always seeking healthy & pure food choices. We have always taken great care to ensure that NutriChoice Crackers delivers to its brand promise of being an Honestly Good biscuit, by avoiding addition of no artificial flavors or colors. We endeavor to reach out to a larger number of health conscious consumers through this unique experience of health."

NutriChoice Crackers are available across all Modern & General trade outlets.

Classic Lite	MRP
100g	Rs.15
200g	Rs. 30
300g	Rs. 45
300g Carton pack	Rs. 50



About Britannia Industries Ltd.:

Britannia Industries is one of India's leading food companies and a leader in the Bakery and Dairy segments. With revenues in excess of Rs. 6000 Cr annually, Britannia is India's favorite food brand and a storehouse of power brands like Good Day, Tiger, NutriChoice, MarieGold etc which are household names in India. Britannia's product portfolio includes biscuits, bread, cakes, rusk, and a host of dairy products like cheese, beverages, dairy whitener etc. Britannia products are available across the country in over 35 lakh retail outlets and reach over 40% of Indian homes.

Our objective is to make Britannia products accessible for the heterogeneous people of India across all demographics - and meet their ever changing expectations and palates with organoleptically superior products. Our products are priced from Rs 2 and make for low-expense delight providers and hunger satiators. Many of these everyday products have been fortified with essential micronutrients like Iron, Calcium and Vitamins to help meet the nutrition needs of the Indian population. At the other end of the spectrum, our products provide an experience upgrade – more health, more delight, more convenience, all of which the consumer has shown willingness to pay for.

Britannia has been 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 Most Trusted Brands Survey 2010 & 2012). Britannia has also won several awards for Quality – prestigious among them being the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award.

For more information, pls contact: Madison PR