

An Honestly Good Cracker Experience

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

Kolkata, October, 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. While the trend of eating right wholesome food is catching up amongst Indians, the discerning & health conscious consumers in the East have picked up the trend rather diligently.

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 Crackers has been much preferred by the consumers in the East markets.

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 the classic, mildly salted variant called **Simply Lite** and also with the little twist of Jeera and ajwain in **Nature Spice** variant. The product is now available in a more urbane, smart new packaging as well.

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. 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. The East markets have always been our stronghold, with the health loving consumers who are open to the unique taste and format of NutriChoice Crackers. We endeavor to reach out to a larger number of health conscious consumers through this unique experience of health."

Classic Lite	MRP
100g	Rs.13
200g	Rs. 20
300g	Rs. 30

Nature Spice	MRP
300g	Rs. 33

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 more information, contact:

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