



Britannia launches

NutriChoice Multigrain Thins & NutriChoice Multigrain Roasty

Innovates to capture greater opportunity in the fast growing Health foods category

Bangalore, 16th December, 2011: Today, Britannia announced the launch of its latest health offering under the NutriChoice brand. Britannia NutriChoice is the leading health brand in the Rs. 15,000 crores large biscuits market and one of the pioneering brands in the industry to drive the need and desire for health. NutriChoice provides a range of high-on-health products for people who are concerned about health and want to pursue healthier lifestyles. Currently, NutriChoice offers a range of convenient snacking options that fit easily into modern lifestyles. The portfolio boasts of innovative offerings such as Hi-Fibre biscuits, 5 Grain biscuits and the first ever range of snacks for people with diabetes viz. Diabetic Friendly Essentials.

Ms. Vinita Bali, Managing Director – Britannia Industries Limited said, “NutriChoice targets adults in urban India who are beginning to get conscious of the need to stay healthy. Along with this awareness and consciousness for health, comes a need for information and solutions for achieving health.” She continued to add, “As part of its constant endeavor to recognize changing lifestyle trends and meet emerging consumer needs, Britannia came across the problem of unhealthy munching habits, which is fast becoming the No. 1 dietary challenge for today’s generations. Our research showed that savory snacking is a big part of daily lives of Indian consumers, who at the same time are getting increasingly health sensitized and discerning about what they eat. They are desirous of healthier alternatives that promise to bring both, great health and delight together. With this launch, we envisage more people adopting health by opting for healthier alternatives.”

Erratic lifestyles, diffused meal times and increased affluence have built up a culture-wide habit of consuming unhealthy and fried snacks that deliver nothing but empty calories. It is now a widely understood fact that unhealthy and fried bag snacks can lead to obesity, diabetes, high

cholesterol and tummy troubles. On one hand, the consumer is increasingly getting aware about health, on the other, she still wants to live and enjoy to the fullest.

Britannia recognized and spotted the opportunity to provide healthy munching choices that do not mean any compromise on delight and enjoyment. Ms. Vinita Bali said, "We are very happy to introduce, the first truly healthy munch snack in the Indian market." Unlike other unhealthy & fried snacks, NutriChoice Multigrain Thins are prepared with the goodness of 5 grains i.e. Oats, Corn, Ragi, Wheat and Rice. They are crisply baked and topped with flaxseed, which is good for your heart. NutriChoice Multigrain Thins is a Healthy Snack that can easily substitute your craving for a bag of unhealthy and fried bag snacks. This range of healthy snacks is not only made with the goodness of multigrain, but is also lower in fat and calories. NutriChoice Multigrain Thins will initially be available in three flavors viz. Classic Indian Spice, Mediterranean Herb & Tomato and Lime & Mint. A bag of NutriChoice Multigrain Thins opens up to very thin and very crisp baked munchies that boast of a unique and attractive design. The range will be available in 2 pack sizes: a Rs. 10/- bag and a Rs. 30/- smart carton pack. The range will be available in key outlets across the country, starting this month.

At the launch event, Ms. Vinita Bali also announced the launch of yet another health offering - NutriChoice Multigrain Roasty. NutriChoice Multigrain Roasty is a unique, first of its kind branded offering that seeks to provide a healthier option to households and consumers that love traditional savory mixes, but are also concerned about the negatives they bring along. NutriChoice Multigrain Roasty is a delightful combination of roasted grains and pulses, which have been flavored for the Indian palette. NutriChoice Multigrain Roasty can very easily be included in everyday use and make for a healthier choice to dish out at tea-times or get-togethers. The roasted mixture snack will hit the markets in December, 2011 and will be initially launched in 2 variants including one that has specially been formulated for people with diabetes. Ms. Vinita Bali commented, "Traditional savory mixes are part of India's households but there are very few non-fried and healthy alternatives available. NutriChoice Multigrain Roasty seeks to fulfill this consumer need. We are also happy to add a savory option to our already existing Diabetic Friendly range of products." NutriChoice Multigrain Roasty range will be made available in a convenient standing pouch at Rs. 35/- (90g).

In the process of discovering consumers and their attitudes towards snacking and health, Britannia recognized that snacks add different shades to everyday lives of people: light fillers, mood changers, social binders, intimate moments, tongue ticklers and the list goes on. Everyone has a favorite snack which, they swear by – a bag snack, vada pav, samosa, bhel puri, panipuri etc. There is also another side to this relationship between people and the snacks that they love – the feeling of guilt from having succumbed to temptation and fallen to empty calories. Britannia recognized this very interesting love-hate relationship between consumers

and their favorite snacks and has positioned NutriChoice Multigrain Thins as “Finally, a snack that loves you back”. This positioning and its extension also form the center piece of the communication campaign developed by Lowe (Creative agency) and Experience Commerce (Digital agency). The campaign will break in the first week of December, 2011.

About Britannia:

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 (USD 1 billion) annually and a storehouse of power brands, Britannia is also India’s favorite Food Brand. 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.

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