



Britannia launches “Guno Se Bhari” Bread

- Range of delectable Breads in four delightful variants

New Delhi, 29th November, 2011 – Bread is an irreplaceable part of every household. It is everybody’s ‘quick to draw’ weapon, for the easiest yet most wholesome quick fixes for their hunger. Given the hustle bustle of today’s life, shortcuts on meals are also a reality. People struggle with varied efforts to add health to their lives. They are aware of their changed nutrition needs & the various health risks their lifestyle exposes them to. With health consciousness on the rise, people are making tremendous changes to their routines to achieve that ever elusive good health.

Recognizing the need for “Healthy food” and in its quest to constantly innovate and launch delightful and healthy products for its consumers, Britannia Industries Ltd. today launched a range of Breads in four exciting variants - Multigrain Bread, Honey & Oats Bread, 100% Whole Wheat Bread and Multi-fiber Bread. These Breads are the ideal quick fix solution to consumers who are concerned about health and want to pursue healthier lifestyles. It's encouraging that there is a rising awareness among consumers towards healthier eating. With a promise of Zero Transfat and Zero Cholesterol, Britannia’s healthy Breads, promotes eating right & believes this is the genesis of all good health.

Introducing these breads, Ms. Anuradha Narasimhan, Category Director Health & Wellness said, “Bread can be the biggest carrier of health owing to the large consumption in the Indian Households. With the introduction of these breads we will strengthen our health promise to all those consumers who are getting increasingly health sensitized and are looking for healthier alternatives. Our research has highlighted the need for adding whole grains & natural ingredients to the diet and we have chosen the Bread route to address that need. Through these variants we want to reach our promise of healthy & wholesome food to every house hold. We are positioning these Breads as”Guno se bhari” which is reflective of the goodness they are carrying.”

Adding on, Ms. Ritika Samaddar, India's first specialist nutritionist said “In a metropolitan lifestyle, bread comes to our mind as a breakfast option or as a quick ready to serve snack, but with nutrition needs always on the back of our mind. We generally associate bread with junk food containing empty carbs and no fibre. Breads can be the best carrier for nutrition and there is a need for Healthy Breads in today's fast paced world. Britannia’s latest offerings of breads are sumptuous & wholesome, as they are made with whole wheat, multigrains and many more beneficial natural ingredients like honey, oats etc.”

Britannia’s range of fresh baked, delectable,”Guno se bhari” healthy Breads–

- Multigrain Bread – Enriched with Oats, Ragi, 100% Whole Wheat, Soya and Flax Seeds this bread is the right bread to start your day “loaded” with wholesome nutrition.

- Honey & Oats Bread – Enriched with Oats & mildly sweetened with honey this bread gives the consumers a “sweet” & wholesome option to start their day
- 100% Whole Wheat Bread – Made with 100% whole wheat, 4 slices of this bread give fiber equivalent to 1.5 roties and just less than 1 gm fat in every slice.
- Multi-fiber Bread – This bread is enriched with fiber from whole wheat and Oats. It is a great bread for digestion and has soluble fiber from oats that helps control cholesterol.

The range is available in 400 gm packs with Multigrain and Honey & Breads priced at Rs 25 and 100% Whole Wheat Bread and Multifiber Bread priced at Rs. 22.

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 (USD 1 billion) 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 2011). 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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