



United We fall and Get in Shape for the New Year:

Britannia NutriChoice presents Talwalkars Losers Challenge 2012

Talwalkars Better Value Fitness Ltd., one of the largest chain of health clubs in India has announced a very unique and innovative weight loss challenge called the 'Losers Challenge 2012' in partnership with Britannia NutriChoice – A unique range of healthy snacking options that meet in-between meal cravings and nutrition needs of a diverse set of consumers.

The Loser's Challenge 2012 is a unique program which aims at motivating members to shed extra pounds in the shortest duration possible through a combination of exercise, outdoor activities, nutrition and a healthy diet. Tremendously encouraging for every customer to participate, the Losers Challenge aims at fulfilling the dream of each member to reach his or her fitness goals. With the New Year just round the corner, a get in shape retreat like the Losers Challenge 2012 will be the perfect challenge that incorporates a combination of healthy exercise and a healthy diet.

Mr Prashant Talwalkar, Managing Director & CEO, Talwalkars Better Value Fitness Ltd. says, "Over the years, we have seen that getting in shape just before the new year is a key consumer insight. We do hope that the benefits of such a transformational challenge motivates our members to reach their fitness goals."

Ms. Anuradha Narasimhan, Category Director (Health & Wellness) , Britannia Industries Ltd. Says, "Britannia NutriChoice is one of India's leading Health brands today, leading a change in the way Indians think, feel and behave about health and healthy living. NutriChoice has developed a unique range of healthy snacking choices that can meet in-between cravings and nutrition needs of India's emerging health-conscious and fitness-seeking consumers. Today, the NutriChoice range comprises Hi-Fibre

biscuits, 5 Grain biscuits, Lite Crackers, Diabetic Friendly snacks and the recently launched line of healthy crisps and snack mixes viz. Multigrain Thins and Multigrain Roasty. We at NutriChoice believe that that the right diet and regular exercise play complementary roles in maintaining a fit & healthy lifestyle”.

Britannia NutriChoice & Talwalkars provides the 30 days ‘Losers Challenge 2012’, through which the members can bag prizes by winning the weight loss challenge as a part of a team. The team that loses the most no. of cumulative kgs. is declared the winner. The competition commences on December 3, 2012 and ends on January 2, 2013. The rate for new members is Rs. 4999 /- inclusive of tax and admission fee. However, the rates for internal members are at Rs. 1500/- all inclusive.

To ensure that the participants accomplish the results they’re looking for, the Losers Challenge 2012 concentrates on getting in shape, healthy diet and nutrition. Each team at Talwalkars, has created a structured system for this challenge. Each participant is given a thorough fitness assessment, a personalized exercise, diet/nutrition program and personal training sessions.

Speaking on this marketing initiative, Mr. Nitin Shakhder, Vice-President, (Marketing) at Talwalkars Better Value Fitness Ltd. says, *“Everyone wants to be in frame perfect shape for the New Year. With this insight in mind, Britannia NutriChoice and Talwalkars have created a wonderful partnership to encourage our members to get in shape and create a healthy start for the new year.”*

Health conscious consumers who are looking to join ‘Losers Challenge 2012’ can send a SMS with FIT to 53636 or register on www.talwalkars.net or call 022- 33710100 for more details! Hurry as entries close on December 03, 2012. You can also like us on www.facebook.com/TalwalkarsIndia or follow us at www.twitter.com/myTalwalkars for more details! **For more updates also visit www.ihealthu.com, or like us at www.facebook.com/ihealthu, or follow us at www.twitter.com/ihealthu**

Notes to editor:

About Talwalkars Better Value Fitness Ltd. (TBVFL)

TBVFL India’s largest fitness chain with 130 gyms across 68 cities, offering a diverse set of services including gyms, spas, aerobics and health counseling under the brand ‘Talwalkars’ to an active member base of over 1,25,000 members. Having developed the infrastructure for offering gym facilities across the country Talwalkars is now leveraging this reach to launch several initiatives that offers other fitness alternatives to enthusiasts. It recently launched NuForm studios in Mumbai which are designed to

provide twenty minutes a week fitness solution using Electro Muscular Stimulus technology imported from Germany. The launch of Zumba is another move towards widening its customer base while using the team and infrastructure it already has in place, thereby seeking to consolidate its position as the leader in the fitness industry in India.

Talwalkars has pioneered the concept of gyms in India, with their first gym being set up in Mumbai in 1932 by late Vishnu Talwalkar. Madhukar Talwalkar further carried on the legacy and today the brand Talwalkars is synonymous with the word fitness across India. The brand 'Talwalkars' has been in an expansion mode by setting up gyms across the country. Over the past year, cities as diverse and spread out as Ambala, Bareilly, Belgaum, Bhubaneswar, Bilaspur, Dehradun, Ghaziabad, Jamshedpur, Kota, Indore, Madurai, Panchkula, Solapur, Rajkot, Ranchi, Rajahmundry, Trichy, Trivandrum etc. have been covered.

TBVFL was listed on the BSE and NSE in May 2010 and is the first fitness company to be listed on the Indian stock exchanges. It issued 60, 50,000 shares at a price of Rs. 128 per share.

About Britannia NutriChoice:

Britannia NutriChoice is one of India's top health brands today, leading a change in the way Indians think, feel and behave about health and healthy living. NutriChoice has a deep and enduring belief in the role that small yet smart food choices can play in enabling its consumers to get more out of their lives every day. NutriChoice has developed a unique range of healthy snacking choices that can meet in-between cravings and nutrition needs of a diverse set of consumers.

Over the past few years, NutriChoice has been a pioneer in introducing healthful snacks and new to market experiences. Today, the NutriChoice range comprises Hi-Fibre biscuits, 5 Grain biscuits, Lite Crackers, Diabetic Friendly snacks and the recently launched line of healthy crisps and snack mixes viz. Multigrain Thins and Multigrain Roasty. Adopting a healthy lifestyle does not have to be difficult. This belief is central to NutriChoice, whose offerings uniquely combine health and enjoyment in convenient forms tailored for today's time crunched lifestyles. NutriChoice also supports www.ihealthu.com, India's first social network for health where people seeking health come together to learn about and practice healthier lifestyles.

In 2010, NutriChoice introduced a 'first of its kind' range of snacks in India specially created for people with diabetes. NutriChoice Diabetic Friendly Essentials is the first ever range of snacks in India that is clinically proven to manage blood sugar levels, while providing sustenance and nutrition that keeps people with diabetes feeling fuller and active for longer. The NutriChoice Diabetic Friendly range is available in cookies and roasted savory mixes. Besides creating and reaching nutrition solutions, NutriChoice Diabetic Friendly actively supports awareness building initiatives around diabetes. Notably, Britannia NutriChoice partnered with The Times of India to support the 1st India Diabetes Summit in

June, 2010 and the 2nd India Diabetes Summit in June, 2011 that brought together stakeholders from industry, policy and science together to raise salience of the diabetes challenge.

For more information, visit www.talwalkars.net

For more information, visit www.ihealthu.com (website)

Please call for more information : Madison PR

Varsha Sharma +919886554145 | Nidhi Agarwal +919880177663