



## Press Release

### **Britannia Net Profit Increases 28.5% for the year and 22.6% for Q4 Recommends Dividend of 425%**

**Mumbai, May 28<sup>th</sup>, 2012:** Britannia Industries Ltd. (BIL), India's leading Food Company, reported revenue growth of 16.8% in Q4 and 17.8% for the year, on a standalone basis, at Rs. 1,309.6 crores & Rs. 4,947 crores respectively. Consolidated revenue at Rs. 5,460.8 crores increased 19% for the year.

Net Profit for Q4 increased 22.6% and for the year increased 28.5%, on a standalone basis, at Rs. 53 crores & 186.7 crores respectively. Consolidated net profit growth was 48.5% at Rs. 199.6 crores.

The Board of Directors recommended a dividend of 425% i.e. Rs.8.5 / share.

#### **Commenting on the performance, Ms. Vinita Bali, Managing Director, said,**

"Our three priorities during the year were managing revenue, managing cost and generating new value through innovation in products, processes and technology. This focus enabled us to deliver a top line growth of 19% and a profit growth of 48.5%, on a consolidated basis. Each business, in India and overseas, showed a significant improvement in performance."

Britannia's emphasis on innovation was reflected in several new introductions both in the Health & Nutrition products, as well as, indulgent products. GoodDay, an iconic brand, completed 25 years and added delightful new offerings like Choconut, Chocochip and Classic



## **Press Release**

Fresh Bake cookies to its portfolio. A range of savory snacks - NutriChoice Multigrain Thins, NutriChoice Multigrain Roasty and 50-50 Snackuits were also launched.

**For more details, please contact:**

Nidhi Agarwal / Yohanna Irani - Madison Public Relations

Tel No: 022 40891121; / 98801 77663 / 99204 99231