



## **Press Release**

### **Britannia Net Profit increases 45% in Q3**

**Mumbai, February 10<sup>th</sup>, 2012:** Britannia Industries Ltd. (BIL), India's leading Food Company, reported sales of Rs. 12,474 MM, for the quarter, a growth of 15.4% and Net Profit of Rs. 541 MM, a 44.8% growth. This takes its YTD December revenue to Rs. 36,478 MM, a growth of 18.2% and Net Profit to Rs. 1,337 MM, an increase of 31%.

YTD December Consolidated Sales of Rs. 40,121 MM grew 19.1% and Consolidated Net Profit at Rs. 1,383 MM, increased 43.5%.

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

"This quarter again we have generated profitable growth, driven by a healthy blend of volume, mix, price and operational efficiencies. There is a 130 basis points improvement in profit from operations and our focus continues to be on commercializing consumption opportunities both in the Bakery & Dairy businesses".

Britannia has launched a range of savory products - NutriChoice Multigrain Thins, NutriChoice Multigrain Roasty and 50-50 Snackuits, which provide healthy snacking options.

#### **For more details, please contact:**

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