



## India hunts for its true 'Snexy'

### *India's first snack reality show takes India by storm*

**National, Nov 28, 2011:** 7 snacks, the desi Samosa, buffed up Burger, lip smacking Pani Puri, the poppin' Popcorn, naughty Namkeen, twisty Tedhi Medhi and the sultry Chips are putting on quite the show! India's first snack reality show, **SNEXY**, is here to hunt out the reigning king or queen of the snack world.

**Snexy** is one of its kind, online snack reality show, that probes into the sinful snacking indulgences of Indians. Through 5 Titillating Rounds spread over 15 days, **Snexy** will hunt for the snack that keeps India company, on the move, at work, during tea-time, while passing some quality time with friends and when the ubiquitous snack craving takes over after dark. All snack-addicts are called on to vote for the snack they crave for during these different time of the day at [www.snexy.in](http://www.snexy.in).

The Snack with the highest cumulative rating will be announced as India's much beloved '**Snexy**' on **29<sup>th</sup> November, 2011**.

Speaking about the campaign, **Anuradha Narsimhan, Category Director, Health and Wellness, Britannia Industries Limited**, said '*It is so difficult to imagine life without snacks. It fills up our leisure, supports through deadline-rush and becomes the perfect time-pass companion. The Snexy campaign celebrates these rich, varied and lip-smacking snacks, while searching for the Snexy that rules over our hearts and palate*'



**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 ` 3,500 crores (USD 800 million) 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, 2010). 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 ` 2/- (~ 4 US cents), and reach over 40% of Indian homes.

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