

Britannia NutriChoice calls upon Corporate India to GET ACTIVE.

Partners with Stepathlon 2013 – a first of its kind initiative.

6th August, 2013 - Mumbai

Britannia NutriChoice; one of India's top health brands and maker of Healthy snacks has deep and enduring belief in the role that small yet smart choices can play in enabling its consumers to get more out of their lives every day. Driven by this philosophy, Britannia NutriChoice has recently entered into an association with Stepathlon.

Stepathlon is a unique, pedometer-based, mass participation corporate initiative that motivates individuals to take 10,000 steps a day for 100 days, as recommended by global health authorities. It is a race around a 'virtual world' for companies of all sizes, across all industries and countries. Stepathlon encourages activity and fitness and fosters health and well-being in a fun, inclusive and relevant manner.

Last year it witnessed participation from more than 20,000 participants from 143 Companies across 132 Indian cities and 19 countries. It resulted in amazing lifestyle changes.

- On average a participant travelled distance of 8kms*
- On average a participant burnt 500 calories*
- 40% of participants energy levels and ability to handle stress improved*
- 42% of participants lost weight averaging 4.2kg*
- 8 cm and 5 cm waist circumference reduction in female and males participants respectively*

Commenting on Stepathlon, Rajesh Subramaniam CEO Firstsource Solutions Ltd said, "Stepathlon's simplicity, relevance and inclusiveness make it universally applicable, promoting health in a goal and team oriented environment. The positive news, from Stepathlon, is that by making small changes we can, achieve significant and sustainable results. Firstsource will have Stepathletes from India, Sri Lanka, Philippines, UK and USA engaging in fun, healthy competition internally, and externally, as part of the "virtual race" and a global community"

Commenting on the partnership, Ms. Anuradha Narasimhan, Director- Marketing, Britannia Industries Ltd. said, "The reality of today is that people consume health in mind but don't act on it. The key barriers are that they find health 'difficult' and 'boring.' We believe that even small yet smart choices can lead to an Active Life. Stepathlon is an important initiative in this direction; it motivates people to give up sedentary behavior and get into a habit of staying active. With Stepathlon, we plan to reach 75,000 corporate executives this year."

Commenting on the partnership, Mr. Ravi Krishnan, Co-founder & CEO, Stepathlon Lifestyle Pvt Ltd said, "We are delighted to partner with Britannia NutriChoice in our second edition of Stepathlon. It is a fitting partnership as we share the conviction that activity and nutrition are

core elements in achieving a well-balanced lifestyle. With this union, we hope to set a benchmark for wellness initiatives in India. We will also demonstrate the simple steps that can be taken to achieve a happier and healthier life and lifestyle.”

About Britannia NutriChoice:

Britannia NutriChoice is one of India’s top health brands today, leading a change in the way Indians think, feels and behaves about health and healthy living. Britannia NutriChoice has 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. Britannia NutriChoice offers a unique range of healthy snacking choices that can meet in-between cravings and nutrition needs of a diverse set of consumers.

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About Stepathlon:

Stepathlon is a unique, pedometer-based, mass participation corporate initiative that motivates individuals to take 10,000 steps a day, as recommended by global health authorities. It is a race around a 'virtual world' for companies of all sizes, across all industries and countries. It is an international event, originating in India. In 2012, it witnessed participation from 21,237 Participants (Stepathletes) from 143 Companies across 132 Indian cities and 19 countries. Stepathlon encourages activity and fitness and fosters health and well-being in a fun, inclusive and relevant manner. Stepathlon aims to break the cycle of sedentary behavior by turning the sedentary to active and the active to more active, thereby increasing overall productivity.

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