



## Get, Set, Go - It's time for Masti learning with Britannia Treat

Treat Quest's School Contact Program brings Masti Learning to over 1,100 schools across 15 cities!

"Mom, I love the Metric System because 'King Henry Died By Drinking Chocolate Milk!'" Confused? This is what your child will say after being a part of the new edition of Treat Quest 2011. The new way of learning is here, where..

**K** = Kilo

**H** = Hecta

**D** = Deca     = **K**ing **H**enry **D**ied **B**y **D**rinking **C**hocolate **M**ilk!

**B** = Base

**D** = Deci

**C** = Centi

**M** = Milli

Britannia Treat, the most popular and loved cream biscuit brand in the country, has come up with yet another exciting season of Treat Quest in your city. Third in the series, this year's Treat Quest promises to take boredom out of the classroom! Here, learning is fun! Here, children can ask their teachers difficult questions, learn masti ke shortcuts, turn symbols and formulae into child's play! Here, poems have to be silly, and all stereotypes must be broken!

Treat Quest, with the mischievous brand mascot "Funtoon", will meet almost 9 lac kids from 1,100 schools and fulfill their mission of equipping our young friends aged 6 to 13 with the rich experience of having fun while learning.

Commenting on the new flavor of Treat Quest 2011, Ms. Shalini Degan, Category Director, Delight & Lifestyle, Britannia Industries Ltd., said, "Letting kids be kids has always been our motto. We believe that curiosity and inquisitiveness fuel the healthy development of a child's brain. With this year's Treat Quest, we aim to re-define learning and make it more exciting for kids, by suggesting interesting approaches to



master their otherwise difficult studies. It is essential that kids have healthy and happy growing years. Learning should add more fun to them and contribute positively, rather than be a burden.”

So, wanna know what “I value Xylophones like Cows Do Milk” mean?

Then wait for Treat Quest!

### **About Britannia:**

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 Rs. 4,500 crores (USD 1 billion) annually and a storehouse of power brands, Britannia is also India’s favorite Food Brand. 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 Rs 2 (~ 4 US cents), and reach over 40% of Indian homes.