



Britannia signs up with Bollywood Superstar for their brand 'Tiger'

November 2012: *Britannia Tiger, one of the power brands in the kids segment, has joined hands with the largest power-brand of the film industry Salman Khan – The Tiger of Bollywood!*

Salman Khan, whose appeal cuts across segments and geographies will play a crucial role in further enhancing Tiger's core values through his association in presenting the brand, its products and promotional activities.

Actor Salman Khan, says, "I am very happy to be representing a brand like Britannia Tiger as it reaches out to kids and talks to them, which I also very much enjoy doing. This association is also very special to me because my family and I are regular consumers of Britannia biscuits and the very mention of Britannia brings their famous jingle 'ting ting ting ting' to my mind. I really look forward to a happy and successful association with Britannia Tiger.

Anuradha Narasimhan, Category Director, Health and Wellness, Britannia Industries Limited, says, " The Tiger brand is about kids – on one hand it is about fun and drool, and on the other hand it is about energy and nutrition. We found a great fit for Britannia Tiger with Salman Khan – someone who is extremely passionate about fitness and a healthy lifestyle – and equally passionate about children and their education and health. We are delighted to have him as our brand ambassador and we are sure this association will take our brand to new heights".

Salman Khan is an ideal fit for the brand because, just like Tiger, he immerses himself in well-being of disadvantaged child by supporting their health, education and growth.

Salman, the only 'Tiger' in Bollywood also happens to be one of the most popular Khans. He is immensely loved by kids and mothers alike.

Britannia Tiger is one of the leading biscuit brands in India serving consumers across the length and breadth of India – through its glucose biscuits, cream biscuits, and chocochip cookies. Tiger enjoys an



extensive appeal and has a wide consumer franchise – which Britannia seeks to grow with their association with the Bollywood Tiger Salman Khan.

**Info from Britannia website.*

About Britannia:

Britannia is one of India's most trusted food brands and caters to consumers in all demographic and socio-economic segments, across urban and rural India, through every day food like biscuits, cakes, rusks and dairy products. 'Britannia' is amongst the Top 10 Most Trusted Brands across all categories and # 1 Most Trusted Food brand, in an independent survey conducted by AC Nielsen and The Economic Times. Today Britannia is a leading brand in the organized biscuit and bakery product market in India and has always been the pioneer in product innovation. Biscuits straddle nutrition, delight and convenience benefits, and reach over 90% of all households in the country. Biscuits are consumed as healthy in-between meal fillers and make very effective energy providers. Living up to its credo "Eat Healthy Think Better" Britannia meets the needs of today's consumers who like health and taste to co-exist in the food they eat. Several popular Britannia brands like Tiger, Good Day, Marie Gold, 50-50, Milk Bikis, Treat, NutriChoice, Daily Fresh Dahi, Britannia Cheese are popular household brands.

For more information contact:

Madison PR

Varsha Sharma_9886554145 | Sagarika Bhattacharya _9740194631