



### **Britannia Industries Limited Honoured by IAA, AFAQs! and PITCH (Receiving Awards from IAA, AFAQs! and PITCH)**

Britannia Industries Limited has received recognition from prestigious Marketing Forums- Indian Advertisers Association, AFAQs! and PITCH CMO Summit.

Britannia was accorded with the **Marketer of the Year- FMCG- Foods** award by the Indian Advertisers Association at the 4<sup>th</sup> edition of the IAA Leadership Awards on March 12, 2016. The IAA Leadership Awards recognizes the best efforts in marketing, media and advertising and honours companies for their incredible contribution in designing path-breaking and high impact marketing initiatives to strengthen their respective brand's promise and standing amongst consumers, in different product and service categories.

Britannia has been conferred as one of the **Top 3 Buzziest Brands in the Food Category** by AFAQs! in its 11<sup>th</sup> Edition. AFAQs! is the Number 1 website in Asia- Pacific for Advertising, Media & Marketing professionals and the Awards recognize India's brands that have managed to create that elusive thing called 'Buzz' in the market place. Britannia was also recognized for having the **Maximum Customer Engagement** by Exchange4media at the PITCH CMO Summit on March 04, 2016. The award recognizes Best Practises in Marketing to the Indian Consumer in a competitive and dynamic environment.

Britannia Industries Limited was bestowed with the awards for its constant endeavour to make delightful products and to deliver them to their consumers across the country in the most efficient and quality- conscious manner possible.