



Britannia Company Profile

Britannia Industries is one of India's leading food companies with a 100 year legacy and annual revenues in excess of Rs. 7500 Cr. Britannia is among the most trusted food brands, and manufactures India's favorite food brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia is a brand which many generations of Indians have grown up with. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk and Yoghurt. Britannia products are available across the country in over 35 lakh retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 10 per cent of revenue and Britannia dairy products directly reach over 700,000 outlets and close to 3 million outlets through indirect distribution.

Britannia Bread is the largest brand in the organized bread market with an annual turnover of 1.1 lac tonnes in volume and Rs.383 crores in value. The business operates with 13 factories and 5 franchisees selling close to 1 mn loaves daily across more than 73 cities and towns of India.

Britannia takes pride in having stayed true to its credo, '*Eat Healthy, Think Better*'. Having removed over 8500 tonnes of Trans Fats from products, Britannia became India's first Zero Trans Fat Company. Over 50% of the Company's portfolio is enriched with essential micro- nutrients which nourish the body.

The company set up the Britannia Nutrition Foundation in 2009, and began working with under-privileged, under-nourished children by supplementing their daily meals with an Iron and multiple micro-nutrient fortified product. The Foundation works through Public Private Partnerships with both Governments and NGOs.

Britannia has also won several awards for Manufacturing & Quality – prestigious among them being the Golden Peacock National Quality Award and the Ramakrishna Bajaj National Quality Award. Brand Britannia is also listed amongst the most trusted, valuable and popular brands in various surveys conducted by prestigious organizations like Millward Brown, IMRB & WPP Group, Havas Media Group, to name a few.

Britannia believes that '*Taste & Trust*' are its Key strengths and will constantly endeavor to make a Billion Indians reach out for a delightful and healthy Britannia product 4 times a day!

In the last decade, Britannia has set up large Greenfield Manufacturing Units across 5 States (Uttarakhand/ Bihar/ Orissa/ Tamil Nadu/ Gujarat), investing around 400 crores and generating employment for thousands. The Company's Decentralization of Manufacturing facilities and ramping capacities geographically also help consolidate regional distribution and logistics and be more accessible to the heterogeneous people of India.