



Date: 9th July, 2024

To,
Corporate Relations Department,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai - 400 001
Scrip code: 500 825

Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C/1, G-Block, Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051
Symbol: BRITANNIA

Dear Sir/Madam,

Sub : Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations, 2015')

Ref : Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023

Pursuant to Regulation 30 read with Clause 12 of Para A of Part A of Schedule III of the SEBI Listing Regulations, 2015, please find enclosed an email communication sent today i.e., 9th July, 2024, to all the Shareholders of the Company whose Email addresses are registered with the Company/RTA/Depository Participants, describing brief provisions of the Income-Tax Act, 1961 relating to Deduction of Tax at Source (TDS) on dividend and the documents required thereto.

This communication is also being made available on the website of the Company at www.britannia.co.in.

Request you to please take the above information on records.

Thanking You

Yours faithfully,

For Britannia Industries Limited

T. V. Thulsidass

Company Secretary

Membership No.: A20927



BRITANNIA INDUSTRIES LIMITED
(Corporate Identity Number: L15412WB1918PLC002964)
Regd. Office: 5/1A, Hungerford Street, Kolkata - 700 017
Phone: 033-22872439/2057
Website: www.britannia.co.in; Email Id: investorrelations@britindia.com

INTIMATION TO SHAREHOLDERS REGARDING PAYMENT OF FINAL DIVIDEND FOR FINANCIAL YEAR ENDED 31ST MARCH 2024 AND UPDATION OF DOCUMENTS FOR WITHHOLDING TAX

Dear Shareholder,

The Board of Directors of the Company at their meeting held on 3rd May, 2024, recommended Final Dividend of 7350% i.e. Rs. 73.50/-per Equity Share of Re. 1/- each, which, if declared at the 105th Annual General Meeting will be paid to the shareholders holding shares as on Monday, 5th August 2024 (cut-off date).

Shareholders whose bank accounts are registered with the Depository Participant/Registrar and Transfer agent shall receive electronic credit of dividend.

In case of shareholders whose shares are held in physical form, dividend shall not be paid through demand drafts in view of the Master Circular dated 7th May 2024 and Circular dated 10th June, 2024 issued by SEBI, which has made it mandatory for any payment of dividend in respect of such folios, to be made only through electronic mode with effect from 1st April, 2024.

Shareholders are hereby informed that the Company is under an obligation to deduct tax at source ("TDS") on dividend at applicable rates in accordance with the provisions of the Income-tax Act, 1961 ("the Act") and shall transfer the amount of dividend payable to the eligible shareholders after deduction/withholding of applicable taxes, surcharge and cess.

SECTION 1: UPDATION OF MANDATORY INFORMATION BY ALL THE SHAREHOLDERS

All Shareholders are requested to ensure that the following details are updated, as applicable, through their depository participant (if shares are held in Demat Form) or with registrar and transfer agent in the register of members (if shares are held in Physical Form) by Saturday, 3rd August 2024.

1. Residential status as per the Act i.e. Resident or Non Resident for FY 2024-25
2. Valid Permanent Account Number (PAN)
3. In case of individual shareholders, Aadhaar number (in addition to PAN)
4. Category of shareholder
 - Mutual Fund
 - Insurance Company
 - Alternate Investment Fund (AIF) Category I and II regulated under Securities and

Exchange Board of India (“SEBI”) or regulated under International Financial Services Centres (“IFSC”)

- AIF Category III: Located in any IFSC, which is regulated under applicable SEBI regulations or IFSC regulations, of which all the units are held by non-residents other than unit held by a sponsor or manager.(i.e. specified fund defined under clause (c) of the Explanation to section 10(4D), subject to carve outs).
 - AIF Category III: Others
 - Government (Central/State)
 - Foreign Portfolio Investor (FPI) /Foreign Institutional Investor (FII): Foreign Company
 - FPI/FII: Others (being Individual, Firm, Trust, AJP, etc.)
 - Individual
 - Hindu Undivided Family (HUF)
 - Firm
 - Limited Liability Partnership (LLP)
 - Association of Persons (AOP), Body of individuals (BOI) or Artificial Juridical Person (AJP)
 - Trust
 - Domestic company
 - Foreign company
5. Email ID
6. Address

Please note that for the purpose of complying with the applicable TDS provisions, the Company will rely on the above-mentioned details as available on cut-off date in the Register of Members.

SECTION 2: TDS PROVISIONS AND DOCUMENTS REQUIRED FOR RESPECTIVE CATEGORY OF SHAREHOLDERS

Shareholders are requested to take note of the following TDS rates and additional information required by the Company for their respective categories.

1. Resident Shareholders: (*)

Section	Category	Rate of Tax	Remarks
196	Mutual Funds	0%	This rate is applicable for Mutual Funds which are registered with SEBI.
197A(1F)	Alternative Investment Funds (AIF)	0%	This rate is applicable for Category I and II AIF which are regulated under SEBI or under IFSC regulations. In the case of Category III AIF, TDS would be @ 10%.
197A(1E)	National Pension Scheme	0%	-
194	Insurance	0%	This rate is applicable for Insurance companies

	companies		registered under IRDA.
194	Resident Individuals	0%	<p>This rate is applicable:</p> <p>(i) If the Dividend is paid by any mode other than cash; or</p> <p>(ii) If aggregate amount of dividend (including deemed dividend) during FY 2024-2025 does not exceed Rs. 5,000/-; or</p> <p>(iii) If valid Form 15G or 15H, as the case may be, is submitted</p> <p>The Company would accept only scanned copy of the duly signed and verified Form 15G/15H along with copy of PAN Card. However, the Shareholder is required to additionally self-attest the document stating “certified true copy of the original”. If the original Form 15G/15H is required in future, the Company would seek for the same from the shareholders.</p>
196D(1A)	Category III AIF IFSC	10%	This rate is applicable for Category III AIF located in any IFSC which is regulated under applicable SEBI regulations or IFSC regulations and of which all the units are held by non-residents other than unit held by a sponsor or manager (i.e. specified fund defined under clause (c) of the Explanation to section 10(4D)). The last condition is subject to prescribed carve outs.
194	Other Resident Shareholders, not covered above	10%	<p>If valid PAN is registered in the register of members.</p> <p>In the absence of PAN or invalid PAN or inoperative PAN (non – linking of Aadhar and PAN), the tax shall be deducted at source at 20% u/s 206AA.</p>
-	Resident shareholders entitled to any other exemption from TDS	0%	This rate is applicable on the basis of submission of documentary evidence (e.g. relevant copy of registration, notification, order, etc. by Indian tax authorities) in support of claim of TDS exemption.
197	All resident shareholders	(\$)	(\$) TDS as per the rates prescribed under the Lower Deduction Certificate issued by the Income Tax Authority valid for Financial Year 2024-2025, covering dividend income.

2. Non-Resident Shareholders (*)

Section	Category	Rate of Tax	Remarks
196D(1)	FII/FPI	20%	In addition to Tax, surcharge as per respective slabs and cess @ 4% would be applicable.
195	Other Non-residents shareholders		<p>While the Company is not obliged to apply a lower TDS rate as per Double Taxation Avoidance Agreements (“DTAA”), the Company may consider applying a lower rate, if following documents are submitted:</p> <ol style="list-style-type: none"> Copy of valid PAN, if available Copy of TRC of the country of residence of the shareholder valid for Financial Year 2024-2025 Electronic Form 10F Self-declaration of having no Permanent Establishment in India, Beneficial ownership of shares and dividend income and eligibility to claim treaty benefits, as per specimen available at the portal of the RTA.
196D(1A)	Category III AIF IFSC	10%	<p>This rate is applicable for Category III AIF located in any IFSC which is regulated under applicable SEBI regulations or IFSC regulations and of which all the units are held by non-residents other than unit held by a sponsor or manager (i.e. specified fund defined under clause (c) of the Explanation to section 10(4D)). The last condition is subject to prescribed carve outs.</p> <p>In addition total, surcharge as per respective slabs and cess @ 4% would be applicable.</p>
197	All non-resident shareholders	(\$\$)	(\$\$) TDS at rates prescribed under lower deduction certificate issued by the Income tax authority valid for Financial Year 2024-2025, covering dividend income.
-	Non-resident shareholders entitled to any exemption from TDS	0%	This rate is applicable on the basis of submission of documentary evidence (e.g. relevant copy of registration, notification, order, etc. by Indian tax authorities) in support of claim of TDS exemption.

(*) As per Section 206AB of Income Tax Act, 1961, withholding tax has to be twice the normal rate or 5% whichever is higher, if the shareholder is a specified person (i.e. non-filer of return of income and TDS exceeds Rs.50,000) and as verified from compliance check utility of Income tax department.

In the case of non-resident shareholder, this provision would apply only if the shareholder has a Permanent Establishment (PE) in India. Hence, if you do not have any PE in India, you can issue us a "NO PE" document. In a situation where we do not receive the said "NO PE" document on or before Saturday, 3rd August 2024, we shall deduct tax at a higher rate as per the Indian Tax Law ".

The required documents have to be uploaded on the portal <https://ris.kfintech.com/form15> of the KFin Technologies Limited, Registrar and Share Transfer Agent (RTA) of the Company on or before Saturday, 3rd August 2024, 9:00 P.M. IST. Alternatively, physical documents may be sent to RTA at the following address:

KFin Technologies Limited
Unit: Britannia Industries Limited
Selenium Building, Tower – B, Plot No. 31 & 32,
Financial District, Nanakramguda, Serilingampally,
Hyderabad – 500 032

Please note that the Company will not be able to consider the documents/communication uploaded on portal or received physically, after Saturday, 3rd August 2024.

The formats of the documents can also be downloaded from the website of the Company under the "Corporate Actions" tab in the following path: <https://www.britannia.co.in/investors>.

If the PAN is not as per the database of the Income-tax Portal, it would be considered as invalid PAN. Further, individual shareholders are requested to link their Aadhaar number with PAN.

All documents to be submitted are required to be self-attested (the documents should be signed by shareholder/authorised signatory stating the document to be "certified true copy of the original"). Eligibility for tax benefits would depend upon submission of proper documents within the time specified and verification of the same by the Company. In case of ambiguous, incomplete or conflicting information, or the valid information/documents not being provided, the same will not be considered for tax benefits.

In the event of mismatch in the category of shareholder as per the register of members and as per fourth letter of PAN, the Company would consider fourth letter of PAN for applying the surcharge rate.

NOTES:

- Application of TDS rates are subject to due diligence and verification of the shareholder details as available in register of members on the record date and any other additional documents that may be submitted on or before Saturday, 3rd August, 2024.
- If the dividend income is assessable to tax in the hands of a person other than the registered shareholder as on the record date, the registered shareholder is required to furnish a declaration to the Company containing the name, address, permanent account number of the person to whom TDS credit is to be given and reasons for giving credit to such person.

- If, for any reason, TDS is deducted at a higher rate, the shareholder can claim refund of excess TDS, by filing Income-tax return in India, subject to fulfilment of the applicable conditions.
- In the event of any income-tax demand (including interest, penalty, etc.) arising from any misrepresentation, inaccuracy or omission of information provided / to be provided by the shareholders, such shareholders will be responsible to pay and indemnify such income-tax demand (including interest, penalty, etc.) and provide the Company with all information/ documents that may be necessary and co-operate in any proceedings before any income-tax/apellate authority.
- For those whose PAN is found to be valid, TDS amount will also be reflected in Form 26AS of the shareholder, which can be downloaded from their e-filing account at <https://incometaxindiaefiling.gov.in>. The Company will also arrange to email a soft copy of the TDS certificate to the registered email IDs of the respective shareholders in due course.

ABOVE COMMUNICATION ON TDS SETS OUT THE PROVISIONS OF LAW IN A SUMMARISED MANNER ONLY AND DOES NOT PURPORT TO BE A COMPLETE ANALYSIS OR LISTING OF ALL POTENTIAL TAX CONSEQUENCES. SHAREHOLDERS SHOULD CONSULT WITH THEIR OWN TAX ADVISORS FOR THE TAX PROVISIONS APPLICABLE TO THEIR PARTICULAR CIRCUMSTANCES.

Thanking you,

Yours faithfully,

For Britannia Industries Limited

Sd/-

T.V. Thulsidass

Company Secretary