



Press Release

Britannia Net Profit increases 19% in Q2

Mumbai, November 11th, 2011: Britannia Industries Ltd. (BIL), India's leading Food Company, reported sales of Rs. 12,941 MM, for the quarter, a growth of 18.2%. This takes its half yearly revenue to Rs. 24,004 MM, a growth of 19.6%. Net Profit at Rs. 379 MM for the quarter increased 18.8% and YTD September at Rs. 797 MM increased 23.2%.

YTD September Consolidated Sales of Rs. 26,202 MM grew 20% and Consolidated Net Profit at Rs. 824 MM increased 49.6%.

Commenting on the performance, Ms. Vinita Bali, Managing Director, said,

"We continue to drive consumer off-take, cost effectiveness & operational efficiencies to generate profitable growth and at the same time have created a robust innovation funnel to fuel new growth".

Earlier in the day, Britannia unveiled 2 new products under the NutriChoice brand – NutriChoice Multigrain Thins and NutriChoice Multigrain Roasty, which provide healthy snacking options.

Brand 'Britannia' was once again voted # 1 Most Trusted Food brand and among the Top 10 Most Trusted Brands across all categories in an independent survey conducted by Nielsen and The Economic Times.

For more details, please contact:

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