



Press Release

Britannia Net Profit Increases 27%

Kolkata, August 6th, 2011: Britannia Industries Ltd. (BIL), India's leading Food Company, reported sales of Rs. 11,063 MM for the quarter ended 30th June 2011, a growth of 21%. Net Profit at Rs. 418 MM increased 27%. Consolidated Sales of Rs. 12,081 MM grew 21% and Consolidated Net Profit at Rs. 393 MM increased by 39%.

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

"This is our 6th consecutive quarter of 20%+ growth across all businesses. We have also launched several new products like 'Vita Marie Honey Oats', 'Britannia Gourmet Cheese', 'Tiger Zor – Badam Milk' etc."

Britannia continues to focus on cost effectiveness, operational efficiencies & driving consumer off-take to generate profitable growth.

For more details, please contact:

Nidhi Agarwal / Yohanna Irani - Madison Public Relations

Tel No: 022 40891121; / 98801 77663 / 99204 99231