



## Press Release

### **Britannia Q1 Consolidated Revenue growth of 12% with 18.4% growth in Net Profit**

Britannia Industries Ltd (BIL), India's leading Food Company, for the 1<sup>st</sup> Quarter ending June 2012, reported an increase of 12% in its Consolidated Revenue of Rs 1,348.2 crores and a Net Profit increase of 18.4% at Rs 46.5 crores.

It also reported an increase of 11% in its standalone revenue of Rs 1,221.6 crores with Profit from Operations of Rs 59.3 crores, an increase of 45.5%. Net Profit at Rs 43.5 crores for Quarter 1 this year increased 4% as the base for Quarter 1 of last year included profit on sale of property of Rs 10.4 crores (net of tax), which was not the case in this Quarter.

**Commenting on the performance, Ms Vinita Bali, Managing Director, said:**

"Our focus on strengthening the shape of our business has resulted in a 120 basis points increase in Operating Margin. We continue to work on the 3 priority areas of revenue management, cost management and innovation to improve the operational performance of all our categories – biscuits, bread, cake, rusk and dairy, both in India and overseas".

Britannia has enhanced its premium cream portfolio with launch of several differentiated products including Bourbon Cappuccino, Pure Magic Praline and a new range of creamy flavours for Treat.

**For more details, please contact:**

Nidhi Agarwal / Yohanna Irani - Madison Public Relations

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