



24th May, 2016

The Secretary,
BSE Ltd,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

The Manager
National Stock Exchange of India Ltd,
Exchange Plaza, 5th floor,
Plot No.C/1, 'G' Block, Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051

Dear Sir,

Sub: Clarification on News Article
Ref: Regulation 30 of SEBI (LODR) Regulations, 2015

With reference to above subject, please find below our reply:

- Britannia would like to categorically state that it does not use Potassium Bromate or Iodate as an ingredient in any of its bread recipes. All Britannia Breads products are in 100 per cent compliance to the existing food safety Regulations as stipulated by FSSAI.
- It must be noted that FSSAI stipulates usage of all Food Additives in Food Products within permissible limits. For potassium Bromate/Iodate FSSAI stipulates the permissible limit as 50 ppm max (on flour mass basis).
- Britannia has studied the test reports released by CSE. The CSE report clearly states that the third party lab report did not find Potassium Bromate or Iodate in Britannia Bread samples.

Further, according to our knowledge and belief there is no significant event which has not been informed to stock exchanges that could have influenced the share price of the Company.

Trust the above clarifies.

Thanking You.

Yours faithfully,
For Britannia Industries Limited


Chirag Karia
Assistant Company Secretary