



24<sup>th</sup> August, 2016

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

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

Dear Sir,

**Sub: Clarification on News Article titled "ITC moves court against Britannia for "Copying" biscuit packaging" dated 24<sup>th</sup> August, 2016**

**Ref: Regulation 30 of SEBI (LODR) Regulations, 2015**

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

- ITC has filed a Suit against Britannia Industries Limited at Delhi High Court alleging that Britannia is copying the color combination of ITC's "Sun Feast Farmlite Digestive- All Good" Biscuit Packs for its "Nutri Choice Digestive Zero" Biscuit Packs.
- The matter came up for hearing before Delhi High Court on 22<sup>nd</sup> Aug 2016 and 24<sup>th</sup> Aug 2016. The next date of hearing is 31<sup>st</sup> August, 2016. No Injunction (Stay) has been granted as of now.
- As the matter is sub-judice we can't comment anything further on this matter.

Trust the above clarifies.

Thanking You.

Yours faithfully,  
**For Britannia Industries Limited**

**Chirag Karia**  
Asst. Company Secretary