

# Biscuit and britannia essay sample

[Business](#), [Company](#)



The story of one of India's favourite brands reads almost like a fairy tale. Once upon a time, in 1892 to be precise, a biscuit company was started in a nondescript house in Calcutta (now Kolkata) with an initial investment of Rs. 295. The company we all know as Britannia today. The beginnings might have been humble-the dreams were anything but, By 1910, with the advent of electricity, Britannia mechanized its operations, and in 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of " service biscuits" to the armed forces

As time moved on, the biscuit market continued to grow... and Britannia grew along with it. In 1975, the Britannia Biscuit Company took over the distribution of biscuits from Parry's who till now distributed Britannia biscuits in India. In the subsequent public issue of 1978, Indian shareholding crossed 60%, firmly establishing the Indians of the firm. The following year, Britannia Biscuit Company was re-christened Britannia Industries Limited (BIL). Four years later in 1983, it crossed the Rs. 100 crores revenue mark. On the operations front, the company was making equally dynamic strides. In 1992, it celebrated its Platinum Jubilee. In 1997, the company unveiled its new corporate identity - " Eat Healthy, Think Better" - and made its first foray into the dairy products market. In 1999, the " Britannia Khao, World Cup Jao" promotion further fortified the affinity consumers had with ' Brand Britannia'.

Britannia strode into the 21st Century as one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognized for its

innovative approach to products and marketing: the Lagan Match was voted India's most successful promotional activity of the year 2001 while the delicious Britannia 50-50 Maska-Chaska became India's most successful product launch. In 2002, Britannia's New Business Division formed a joint venture with Fonterra, the world's second largest Dairy Company, and Britannia New Zealand Foods Pvt. Ltd. was born. In recognition of its vision and accelerating graph, Forbes Global rated Britannia ' One amongst the Top 200 Small Companies of the World', and The Economic Times pegged Britannia India's 2nd Most Trusted Brand.

Today, more than a century after those tentative first steps, Britannia's fairy tale is not only going strong but blazing new standards, and that miniscule initial investment has grown by leaps and bounds to crores of rupees in wealth for Britannia's shareholders. The company's offerings are spread across the spectrum with products ranging from the healthy and economical Tiger biscuits to the more lifestyle-oriented Milkman Cheese. Having succeeded in garnering the trust of almost one-third of India's one billion population and a strong management at the helm means Britannia will continue to dream big on its path of innovation and quality. And millions of consumers will favour the results, happily ever after.

**METHODOLOGY:**

**OBJECTIVES&LIMITATIONS:**

**COMPANY PROFILE:**

The fundamental distinction between a Mutual and other types of insurance company is that a Mutual is not trying to make a profit, has no shareholders

and exists purely for the benefit of its Members. The funds of the Mutual are invested and the investment return is used to benefit the Members. The Members are both the insurer and the insured. Mutual insurance is collective self-insurance which operates at cost. A Committee, comprising up to 30 Directors – 28 elected from the membership – determines matters of policy on the advice of the Managers, Tindall Riley (Britannia) Limited to whom the day-to-day management of Britannia is delegated. The Chairman and Chief Executive of the Managers are members of the Committee. Britannia has grown substantially in the last 50 years. In 1960 the gross tonnage entered in the Association was 3 million. By 1970 it had reached 10 million and by 1980 had quadrupled to 40 million. Britannia now insures approximately 138 million tons of owned and chartered tonnage and is one of the largest P&I Clubs, accounting for over 10% of the world merchant fleet, with many of the world's best-known shipowners as Members

Pvt. Ltd. is born \* Rated as ' One amongst the Top 200 Small Companies of the World' by Forbes Global \* Economic Times ranks BIL India's 2nd Most Trusted Brand \* Pure Magic -Winner of the Worldstar, Asiastar and Indiastar award for packaging. | 2003| \* ' Treat Duet'- most successful launch of the year \* Britannia Khao World Cup Jao rocks the consumer lives yet again. | 2004| \* Britannia accorded the status of being a ' Superbrand' \* Volumes cross 3, 00, 000 tons of biscuits. \* Good Day adds a new variant – Choconut – in its range. | 2005| \* Re-birth of Tiger – ' Swasth Khao, Tiger Ban Jao' becomes the popular chant! \* Britannia launched ' Greetings' range of premium assorted gift packs. \* The new plant in Uttaranchal, commissioned ahead of schedule. \* The launch of yet another exciting snacking option –

Britannia 50-50 Pepper Chakkar. | 2006| \* Britannia re-launched NutriChoice Hi-Fibre Digestive biscuits in an international large sized biscuit pack. \* Britannia acquires 51% stake in Bangalore-based bakery foods retailer Daily Bread.| 2007|

\* Britannia industries formed a joint venture with the Khimji Ramdas Group and acquired a 70 percent beneficial stake in the Dubai-based Strategic Foods International Co. LLC and 65. 4% in the Oman-based Al Sallan Food Industries Co. SAOG. \* Britannia NutriChoice SugarOut range introduced – 1st of its kind of biscuits to be launched in India with “ No Added Sugar” (Variants – Chocolate Cream, Orange Cream, and Lifetime)| 2008| \* Britannia NutriChoice 5 Grain biscuits launched – Biscuits with the goodness of 5 health Cereals, and sweetened with Natural honey. Britannia NutriChoice promised consumers “ Bhook Bhagao, Kuch Healthy Khao”. \* Britannia launched Iron fortified ‘ Tiger Banana’ biscuits, ‘ Good Day Classic Cookies’, Low Fat Dahi and renovated ‘ MarieGold’.| 2009| \* Britannia Launches ActiMind – A first of its kind milk based health drink for kids, which helps improve mental sharpness.

Launch of ActiMind marked Britannia’s entry into the beverage segment and has further extended its credo of ‘ Eat Healthy, Think Better’ to ‘ Drink Healthy, Think Better’ as well!! \* \* Britannia NutriChoice Nature Spice Crackers launched – Your favorite Cream Crackers, now made even more exciting with the addition of “ Sabut” Ajwain and Jeera spices. \* \* Britannia takes full control of Daily Bread. \* \* Britannia Industries buys out New Zealand’s Fonterra from existing dairy joint venture, Britannia New Zealand

Foods (BNZF). BNZF became a 100 per cent Britannia subsidiary and was renamed Britannia Dairy Private Limited (BDPL). \* \* Recognizing the changing global trends & health benefits of removing transfats, Britannia is the first Bakery brand in India to remove transfats from its products. \* \* Wadia Group acquired stake holdings from Group Danone and becomes the single largest shareholder in BIL. | 2010 | \* 50-50 Maska Chaska was re-launched with a new masalaedar twist – a delightful blend of butter and imported flavours along with sprinkling of masala in September 2010. \* Tiger enters the Cookies category, with the launch of Krunch Cookies in October.

These cookies are not only high on delight but also high on energy and have been created keeping in mind the needs of today's kids, These delightful cookies come in two exciting variants – Fruit & Nut and Chocochips and at an affordable price point of just Rs 5. \* \* Brand NutriChoice, in keeping with its track record of launching differentiated healthy snacks, launched Diabetic Friendly Essentials on 14th November, a day that is world over recognized as World Diabetes Day. The range comprised of 2 variants – Oats Cookies and Ragi Cookies – and is available in top Indian cities. \* \* Britannia was presented the Master Brand 2010 Award by CMO Council in November 2010. \* Rotary Club of Chennai awarded CSR Award to Britannia in November, for our work in nutrition. | 2011 | \* Always committed to constant innovation, Britannia launched Britannia Healthy Start in Mumbai in January 2011. Specially designed with Indian tastes in mind, Healthy Start is a complete range of ready-to-cook breakfast mixes of Upmas, Pohas, Porridges and Oats that are healthy, delicious, and take just 5 minutes to cook!

This is the only product range in its category that combines the natural nutrition of multi-grains, 100% real vegetables, pulses and nuts all in one pack. \* Britannia received the Most Respected Company Award 2011 from Businessworld. \* Bourbon received the Most Popular Confectionery Product Preferred By Youth (Biscuit) Award. \* IMCRBNQA (Indian Merchant Chambers Ramakrishna Bajaj National Quality Award) conferred the Manufacturing Performance Excellence Trophy a National Quality Award for the 2010 cycle, for Britannia Corporate Office (Bangalore), Britannia Industries Ltd. (Rudrapur) and Sunandram Foods Pvt Ltd (Mangaldoi, Guwahati). \* Britannia further enhanced its foray into healthy milk based drinks by launching TigerZor Choco Milk & TigerZor Badam Milk in May 2011. These are delicious milk based beverages fortified with 5 active nutrients that help in the overall development of mind and body. Britannia Bread launched its new range of Health Breads in Delhi in November.

The range consists of Honey & Oats Bread, Multi-Grain Bread, 100% Whole Wheat Bread and Multi-Fiber Bread. Delhi factory was adjudged as the winner for Outstanding Performance in Food Safety Excellence in the category of ' Large Food Businesses- Manufacturing', by CII. JBM was also recognized with Commendation Certificate for Strong Commitment to Excel in the Category of ' Medium Food Businesses- Manufacturing' for the year 2011. The awards were given at the CII National Quality Summit held at Bangalore on 1st December 2011. BRITANNIA was honoured with 'CREATIVE HR PRACTICES AWARD' by Employer Branding Institute, India, on the occasion of 6th Employer Branding Awards ceremony held on the 10th of December 2011 at Hotel Taj Deccan, Hyderabad.

\* 2012 \* \* \* IMC Ramakrishna Bajaj National Quality Award 2011 was awarded to Britannia Industries Limited, Bangalore, Bidadi, Delhi, Gwalior & Khopoli in the Manufacturing Category, at the Fifteenth IMC Ramakrishna Bajaj National Quality Awards and IMC Juran Quality Medal ceremony held in Mumbai on 6th April 2012. \* \* Britannia Industries Limited Khurda was commissioned on 17th April 2012. \* \* The Modern Trade team of Britannia was honoured with Winner-BEST BAKERY SUPPLIER award for the year 2011-12, at the 1st SPENCER'S Best Supplier Awards 2012 on 22nd June. \* \* Britannia was awarded the Global Performance Excellence Award (GPEA) by Asia Pacific Quality Organization (APQO) at the 18th APQO/International Conference on Quality in Colombo, Sri Lanka on October 14. Britannia won this “ Best In Class” award, an international recognition for its manufacturing units and the overall processes of performance excellence adopted by the company. Britannia is the only Indian food and manufacturing company to receive this award.

#### VINITA BALI:

Vinita Bali was appointed Managing Director on 31st May 2006. Vinita joined as Chief Executive Officer of the Company in January 2005. She received her Bachelor's Degree in Economics from LSR at the University of Delhi and her MBA at the Jamnalal Bajaj Institute of Management Studies at Bombay University. She pursued postgraduate studies in Business and Economics at Michigan State University on a scholarship from The Rotary Foundation, and was selected to work as a Graduate Intern at the United Nations headquarters in New York.



She started her career with Voltas Ltd.-a Tata Group company focusing on consumer products, where she launched Rasna soft-drink concentrate. In 1980, Vinita joined Cadbury India, where she had a successful career in roles of increasing responsibility, not just in India, but also in the UK, Nigeria and South Africa. Vinita also served on the Boards of Cadbury Nigeria and Cadbury South Africa.

The Coca-Cola Company chose her as its worldwide Marketing Director in 1994 where she was responsible for the worldwide strategy for Coke, and was one of the key players in doubling its historical growth rate. In 1997 she took over as Vice President of Marketing for Latin America, and in 1999 relocated to Chile as President of the Andean Division with sales in excess of USD 1 Billion. In 2001, she was made a corporate officer of The Coca-Cola Company and appointed Vice President of Corporate Strategy reporting to the Chairman.

After an eventful nine-year association with Coke, Vinita joined her mentor at Coke, Sergio Zyman at the Zyman Group in July 2003 as a Managing Principal and Head of the Business Strategy practice in the company's Atlanta office. As a member of the company's Board of Managers, Vinita shared responsibility for developing and managing Zyman Group's consulting business.

#### NEERAJ CHANDRA

Neeraj Chandra, has been designated as Vice President and Chief Operating Officer, with effect from 1st October 2008. He will have the Research & Development Function reporting to him, in addition to Sales & Marketing.

Neeraj Chandra joined Britannia in July 2005 as Vice President – Marketing, Sales and Innovation, responsible for orchestrating the revenue side of the business.

He graduated as an Electrical Engineer from IIT Kanpur followed by an MBA from IIM Ahmedabad, he first joined Hindustan Lever and handled diverse assignments in Sales and Marketing, in a career spanning two decades and progressing rapidly from Management Trainee to Vice President.

Neeraj has rich and varied experience in Sales and Marketing from India and around the world. In Hindustan Lever he worked on building several power brands like Pond's, Fair and Lovely, Lux, Lifebuoy and Clinic. His regional assignments have provided valuable exposure to the Middle East and the competitive markets of China and the Far East.

#### RAJU THOMAS

Raju Thomas has taken over as the Chief Financial Officer, with effect from 3rd November 2008. Raju also looks after the Purchase function.

Raju comes with extensive experience in Hindustan Unilever. During his 27 years with the Company he handled several financial and commercial roles in the Home and Personal Care, Foods and Animal Feeds businesses. In addition he handled several corporate roles like statutory and management accounting, factory and branch accounting and internal audit.

He has had cross functional exposure in H. R., specifically in the remuneration area. He has also worked in the Unilever Head Office in UK for 3 years. His last assignment was as V. P. Finance in Hindustan Unilever.

**VINAY SINGH KUSHWAHA**

Vinay Singh Kushwaha joined Britannia in August, 2010 and was appointed Vice President - Supply Chain effective 1st August.

In his current role, Vinay is responsible for manufacturing, projects and technology, planning & replenishment. Since 1st Feb, 2011 he has assumed the additional responsibility of Quality Assurance.

He completed a B. Tech degree in mechanical engineering from IIT Delhi and joined Hindustan Lever in 1986 as a management trainee. In his career of 22 years with Hindustan Lever, he did a variety of technical and supply chain roles and in different businesses and rose rapidly to the position of a Vice President.. He worked in the North African business of Unilever as a Supply Chain Director for 3 years and as a Regional Vice president for Skin care category for Asia. He was part of the Unilever's Singapore based Supply Chain Leadership team for Asia.

Vinay joins us from Dabur India where he was Executive Director-Operations responsible for India and global operations of the Company.

**SREEKANTH A:**

Sreekanth K. Arimanithaya joined us on 1st February 2011 as Vice President & Chief of Human Resources. He is also in charge of Information Technology. Sreekanth is a passionate HR professional, with a diversity of experience across industries, geographies and roles, having worked with TVS Motors, Phillips, General Electric and Toyota. He joined us from CA Technologies (formerly Computer Associates) where he last served as Senior Vice-

President – Global HR Operations & HR Business Partner based in the USA. Sreekanth is qualified in TQM and Six Sigma and is passionate about the comprehensive role that HR can and must play in delivering business results.

VINOD MENON:

Vinod Menon has been appointed as Vice President-Office of Strategy Deployment & New Business Development with effect from 18th April 2012. Vinod started his career with Hotel Leela Venture in the Treasury function, before joining their auditors Picardo and Associates as a Partner. He joined Britannia in 1993 and over the last 19 years has handled several roles in Finance, Commercial and Accounts, both in the Corporate Office and region. He was also the Process Owner of the Finance function in Company-wide SAP implementation task and has led work in both Internal Audit, and in Mergers and Acquisitions. In his last stint as Head-Dairy Business, Vinod has helped create a solid foundation and a sound platform for profitable growth of the Business Britannia Industries Limited is an India-based company.

The Company operates in two business segments: bakery products, including biscuits, bread, cakes and rusk, and dairy products, including milk, butter, cheese, ghee, dahi, milk-based ready to drink beverages and dairy whitener. The Company's subsidiary, Daily Bread Gourmet Foods (India) Private Limited, is a manufacturer of premium gourmet bakery products, including specialty breads, cakes, pastries and cookies, which it sells through its own retail stores directly to consumers. The company makes and sells a select range of Britannia products at its facilities in Sohar, Sultanate of Oman,

primarily for Middle Eastern markets. Its subsidiaries include Manna Foods Private Limited, J B Mangharam Foods Private Limited, Sunrise Biscuit Company Private Limited, Sunrise Biscuit Company Private Limited, Britannia and Associates (Mauritius) Private Limited and Klassik Foods Private Limited.

#### SWOT ANALYSIS:

**STRENGTH:** \* Fullfill one of our Basic Requirement among air, water, food, shelter. \* Widely accepted in all generations. \* Easily available in various forms. \* Provide good instant RemedyFor hunger in the form of readymade food. \* Preserves the non seasonal food and makes it available all throughout the year. \* Strong brand and product portfolio. \* High quality standards. | **WEAKNESS:** \* Decreases nutritional value . \* Increases the cost of food product. \* Industry and technology requires high investment.. \* Regular usage of processed food can cause alteration in food. \* Substantial debt. \* Geographical concentration. | **OPPORTUNITIES:** \* Increase economy of india. \* Generate employment opportunity. \* Good quality of goods. \* Improve living standard. \* Provide competition to foreign companies. \* Provide goods to nation at cheaper rate. \* Small pack business india. \* New products launches. | **THREATS:** \* Many companies are result oriented \* Increase in pollution. \* Sometimes provide poor quality of product for more profit. \* Lack of technology. \* Unable to utilize all the resources efficiently. \* Raising raw material prices. \* Intense competition |

#### INDUSTRIAL PROFILE:

Britannia Industries Limited (BIL) is a major player in the Indian Foods market with leadership position in Bakery category. Its brand portfolio includes Tiger,

Marie Gold, Good Day, 50: 50 and Treat. The Company was born in 21st March of the year 1918 as a public limited company. The Company's plants are situated in Kolkata, Delhi, Chennai, Mumbai and Uttarakhand. In 1921, it became the first company east of the Suez Canal to use imported gas ovens. Britannia's business was flourishing. But, more importantly, Britannia was acquiring a reputation for quality and value. As a result, during the tragic World War II, the Government reposed its trust in Britannia by contracting it to supply large quantities of 'service biscuits' to the armed forces. A new factory was established in the year 1924 at Kasara Pier Road in Mumbai. In the same year, the Company became a subsidiary of Peek, Frean & Company Limited, U. K., a leading biscuit manufacturing company, and further strengthened its position by expanding the factories at Calcutta and Mumbai. In 1952, the Kolkata factory was shifted from Dum Dum to spacious grounds at Taratola Road in the suburbs of Kolkata.

During the same year automatic plants were installed in Calcutta and later in 1954 the automatic plants were installed in Mumbai plant, also in the same year the development of high quality sliced and wrapped bread in India was initiated by the company and was first manufactured at Delhi and a new bread bakery was set up at Delhi in the year 1965. Britannia Biscuit Company takes over biscuit distribution from Parry's during the year 1975. In 1976, the company had introduced Britannia bread in Calcutta and Chennai. During the year 1978, the company made Public issue, in that Indian shareholding crossed 60%. The Company re-christened from Britannia Biscuit Company Limited to Britannia Industries Limited with effect from 3rd October of the year 1979. The Company had signed a 10-year technical collaboration

agreement with Nebico Pvt Ltd., Nepal during the year 1980 for the supply of know-how relating to manufacturing, packaging and marketing of biscuits and selection of plant and machinery. During the year 1989, BIL's Executive Office was relocated to Bangalore.

During the year 1990, two new brands of biscuits, Elaichi Cream and Petit Beurre were launched. Also, in the same year a new cashew badam variant of the brand Milk Bikis and brand extension of pure magic biscuit Vanilla cream were launched, Fruit bread was launched in Delhi. The Company launched two new speciality brands in the year 1991 viz., Britannia milk bread and Britannia brown bread in Delhi and extended nationally its main brands Petit Beurre and Elaichi Cream. In 17th August of the year 1991, the Company handed over its Soya unit at Vidisha, MP to SM Dychem Ltd. BIL had celebrated its Platinum Jubilee in the year 1992. After a year in 1993, Wadia Group had acquired the stake in ABIL, UK and becomes an equal partner with Group Danone in BIL. The Company was in re birth phase during the year 1997, new corporate identity ' Eat Healthy, Think Better' leads to new mission of ' Make every third Indian a Britannia consumer' and in the same year BIL entered into the dairy products market. In 1998, BIL had launched Half/Half, a soft cake filled with cream in two variants, chocolate-vanilla and vanilla-orange.

The Company had rolled out its flavored milk brand Zip-Sip' in tetrapaks in the year 1999. Zip-Sip had been launched in Mumbai and some markets in the South. Forbes Global Ranking was rated the company during the year 2000, Britannia among Top 300 small companies. In the same year, the

company had launched Britannia Milkman Butter, a product under the Milkman brand. BIL made its fund in-principle agreement to acquire 49 per cent of Kwaliti Biscuits in the year 2001 through internal accruals. During the year 2002, the company had entered into a joint venture with the Fonterra Cooperative Group, New Zealand's biggest company and one of the leading diary co-operative groups in the world and the Britannia New Zealand Foods Pvt. Ltd was born. Pure Magic, the company's product was winner of the Worldstar, Asiastar and Indiastar award for packaging in the same year 2002. After a year, in 2003, BIL had launched ' Treat Duet', most successful of the year and Britannia Khao World Cup Jao rocks the consumer lives yet again. During the year 2004, Britannia accorded the status of being a ' Superbrand' and the brand Good Day added a new variant Choconut in its range.

Reviewed marketing alliance with the Kolkata-based Thacker Dairy Products Pvt Ltd. In the year 2005, Britannia New Zealand had launched health drink for adult. The new plant in Uttaranchal, commissioned during the year 2005, it was ahead of schedule. In the same year, launched yet another exciting snacking option the Britannia 50-50 Pepper Chakkar. BIL had forged a strategic alliance with CCD Daily Bread Pvt Ltd in the year 2006, a Bangalore based Company engaged in manufacturing and retailing of premium breads, cakes snacks and high end ready to eat foods.

In the year 2007, Britannia industries formed a joint venture with the Khimji Ramdas Group and acquired a 70 percent beneficial stake in the Dubai-based Strategic Foods International Co. LLC and 65. 4% in the Oman-based



Al Sallan Food Industries Co. SAOG. The company was rated as the No 1 Most Trusted Food Brand in a survey conducted by AC Nielsen ORGO-MARG and published in Economic Times in the year 2007. Britannia launched Iron fortified ' Tiger Banana' biscuits, ' Good Day Classic Cookies', Low Fat Dahi and renovated ' MarieGold' during the period of 2008. BIL was ranked 27th place in the list of India's Fastest Growing Large Companies by Business Today, Special on June of the year 2008.

#### PRODUCTS:

##### New Britannia Tiger :

Britannia Tiger, one of the biggest brands in the kids segment, has re-invented itself to revolutionize the concept of kids' nutrition in the country. Equipped with a new vision of leading the kids' nutrition space, Britannia Tiger has revamped its offerings to embody fun and energy on one hand and health and nutrition on the other. Enriched with growth nutrients across all its variants -Glucose, Krunch Cookies and Creams, Britannia Tiger comes with the credo of ' Roz Badho'. Aimed at addressing every mother's concern on their kid's nutrition, Britannia Tiger has undergone a considerable shift in its product offering, transforming itself into a healthier and tastier avatar. Identifying the role of biscuits as a important component of daily food and a major carrier of nutrition, Britannia Tiger fortifies itself, across categories, with growth nutrients like iron, calcium, folic acid, vitamin A and D\*. Packed with 25% of daily growth nutrients (every 100 gms).

##### Britannia NutriChoice Oat Cookies:

For the first time in India we have Britannia NutriChoice ' Diabetic

Friendly' Essentials specially designed for people with diabetes. There's no longer a need to avoid snacks or go hungry while traveling or at work. Rather approach snacking in a healthy way with our Oat Cookies. Britannia NutriChoice Oat Cookies are scientifically created to suit the special lifestyle and nutrition needs of diabetics to manage extreme swings in blood sugar. They are tasty, crunchy and convenient option for those mid-meal pangs. In addition, the oat fiber lowers rise in blood sugar, helps control blood cholesterol and helps you feel satisfied and active for longer.

Britannia NutriChoice Ragi Cookies:

For the first time in India we have Britannia NutriChoice ' Diabetic Friendly' Essentials specially designed for people with diabetes. There's no longer a need to avoid snacks or go hungry while traveling or at work. Rather approach snacking in a healthy way with our Ragi Cookies. Britannia NutriChoice Ragi Cookies are scientifically created to suit the special lifestyle and nutrition needs of diabetics to manage extreme swings in blood sugar levels. They are tasty, crunchy and convenient option for those mid-meal pangs. Ragi helps lower blood glucose levels and in a rich source of magnesium, which is instrumental for the production of important enzymes. Our Ragi Cookies are a good source of fiber, both soluble and insoluble, for heart and digestive health.

Veg Cakes:

Britannia Veg Cakes is every vegetarian's dream come true! 100% vegetarian cake with all the softness and delight a cake should have. Every slice is soft and fluffy, stuffed with real fruit bits, to give you a cake that is

truly delicious, down to the last slice. Add to this zero cholesterol and a 3 month shelf life and you have a healthy, convenient snack to enjoy any time, anywhere. Grab a pack of Britannia Veg Cake today. Masti ka Green Signal!  
Flavour: Twisty Fruity Price and sizes: Rs. 15/- for 75 gm pack.

Nutrigo Health Starter Kit:

2010 - Britannia Nutrigo launches a New Year pack - the Nutrigo Health

Starter Kit. Created for everyone who makes a New Year resolution to become healthy and does not follow through on it. The Health Starter Kit contains a range of healthy biscuits - 1 pack each of Nutrigo Hi-Fiber Digestive, Nutrigo 5 Grain and Nutrigo Nature Spice Cracker. It also has a one week free pass to Talwalkars gym that entitles every consumer to one week free trial of any Talwalkars (TBVF Ltd) gym across the country. In addition to this the pack also contains a Fit Sip Sipper and a fitness chart. All this for only Rs 100.

NutriChoice 5 Grain:

Most consumers believe that in order to stay healthy one needs to make certain compromises on some good things in life. Whether it is missing that extra hour of sleep over early morning exercise, or eating unappetizing foods over that extra oil-dripping samosa. At the same time most of us agree that good nutrition cannot come from one kind of food alone, but from a healthy combination / assortment of several healthy ingredients put together.

Britannia NutriChoice 5 Grain Biscuits are a perfect answer to those looking

for healthy eating options without as much making a compromise on taste, or convenience, or health.

Because Britannia NutriChoice 5 Grain biscuits are made from 5 carefully chosen healthy cereals (Oats that help reduce bad cholesterol, Corn which promotes heart health, Ragi a good source of both Calcium as well as Fibre, Rice low in fat, and Wheat that provides wholesome energy). These biscuits are delicately sweetened with natural honey, and come in a unique large oval shape. It is this large size and the healthy combination of the ingredients, that make it an ideal hunger buster for those in-between meals time hunger. Britannia NutriChoice 5 Grain biscuit pack contains several small single serve pocket meals packs, so that one is never far away from pacifying hunger on the move. So whenever you miss your breakfast, or succumb to those unhealthy evening snacks, you can relish the goodness of health with Britannia NutriChoice 5 Grain biscuits.

NutriChoice SugarOut:

Sounds like yesterday when people commented that healthy foods meant “compromising on the taste.” NutriChoice SugarOut is the most novel product range to have been introduced in the market. The product is not just sweet but tastes great, and yet contains no added sugar. This is because NutriChoice SugarOut is sweetened with “Sucralose,” derived from sugar, which provides the same sweetness as any other biscuit, without the added calories of sugar. This range is available in 3 delicious variants namely Lifetime, Chocolate cream, and Orange cream, targeted towards all health sensitive people. It is also relevant for consumers with sugar related

ailments. We are sure that you will be pleasantly delighted with its great taste and equally surprised to know that it has no added sugar. Don't be taken for a ride when you read " Sugar Free" label on many biscuit packs marketed in India or abroad. Even with 100% no-added sugar, wheat-cereals in biscuits have their own natural sugar content. Britannia has chosen to represent these biscuits with " No Added Sugar" claim, as there is no added sugar in the processing of NutriChoice SugarOut.

NutriChoice Digestive Biscuit:

Nothing can be more difficult than making small efforts in our daily life towards healthy and active living. 24/7 we are engrossed in our busy schedules; skipping meals, missing walks, along with inadequate sleep and frequently eating-out, all take a heavy toll on our health. At least with the new and improved NutriChoice Digestive Biscuit, we have one less thing to worry about. Made with 50% whole-wheat and packed with added fibre (10% of our daily dietary needs), these delightfully tasty biscuits are amongst your healthiest bites of the day. In your next visit to a shop just look out for its Golden-green international carton pack. Try one and you'll know that you've made one smart choice - NutriChoice.

Treat Fruit Rollz:

All kids who have relished the yummy creamy treasures of Britannia Treat in exciting flavors, have yet another reason to celebrate! Britannia Treat launches the amazingly yummy Treat Fruit Rollz!! These tasty soft rolls are filled with real fruits and provide a healthy yet mouth-watering treat to the kids. Fruit Rollz comes in four masti fruit flavours - Juicy Apple, Strawberry

Surprise, Tangy Orange and Delicious Dates! Want to know a little secret? They make the best tiffin treats! So during snack time what better than to munch on the delicious and healthy Fruit Rollz and discover the yummy fruit flavor from within the shells. Keeping up with Britannia's platform of 'taste bhi, health bhi', Fruit Rollz is indeed a yummy snacking option for kids, while keeping the Moms assured about the goodness provided by the fruit filling. So go on and treat yourself to the lip-smacking snack!

New Britannia Milk Bikis:

Milk Bikis, the favourite growth partner of Kids, now brings greater value and delight to all with its new product and pack design. Recently re-launched in its existing Southern & Eastern markets, and extended across India, the new Milk Bikis is all set to add excitement and appeal to 'nutritious' food.

Whoever said that 'good food' needs to look 'dull and boring', will just have to take a look at Milk Bikis. With a unique and attractive honeycomb design and an enhanced product experience, the new biscuit prompts the 'Kid's will love it' reaction amongst mothers. The milk goodness in the recipe is now enhanced with SMART NUTRIENTS - 4 vital vitamins, iron and iodine, proven to aid mental and physical development in growing kids. The premium packaging, besides appealing to kids, also ensures that the biscuits remain fresh and crisp. So, whether its breakfast time or snack time at school, rest assured that kids will look forward to munching these crunchy, milky biscuits which even helps in their development. And yes, adults won't be far behind in reaching out for a pack!