



— — — A Part Of Your Life — — —



ANNUAL REPORT 1998 - 99

Board of Directors



Nusli N Wadia
Chairman



Philippe Jaeckin
Vice Chairman



Sunil K Alagh
Managing Director



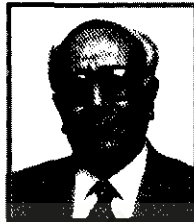
A K Hirjee



Simon Israel



S S Kelkar



Pratap Khanna



Christian Laubie



Field Marshal
Sam Manekshaw, M.C.

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Company Secretary - Ravi Mannath

Auditors - Lovelock & Lewes

Bankers - State Bank of India, Allahabad Bank, ANZ Grindlays
Bank plc, Bank of America, Citibank N.A.,
The Hong Kong & Shanghai Banking Corporation,
Standard Chartered Bank.

Registered Office - 5/1A, Hungerford Street, Calcutta - 700 017.



Britannia Industries Limited
80th Annual Report

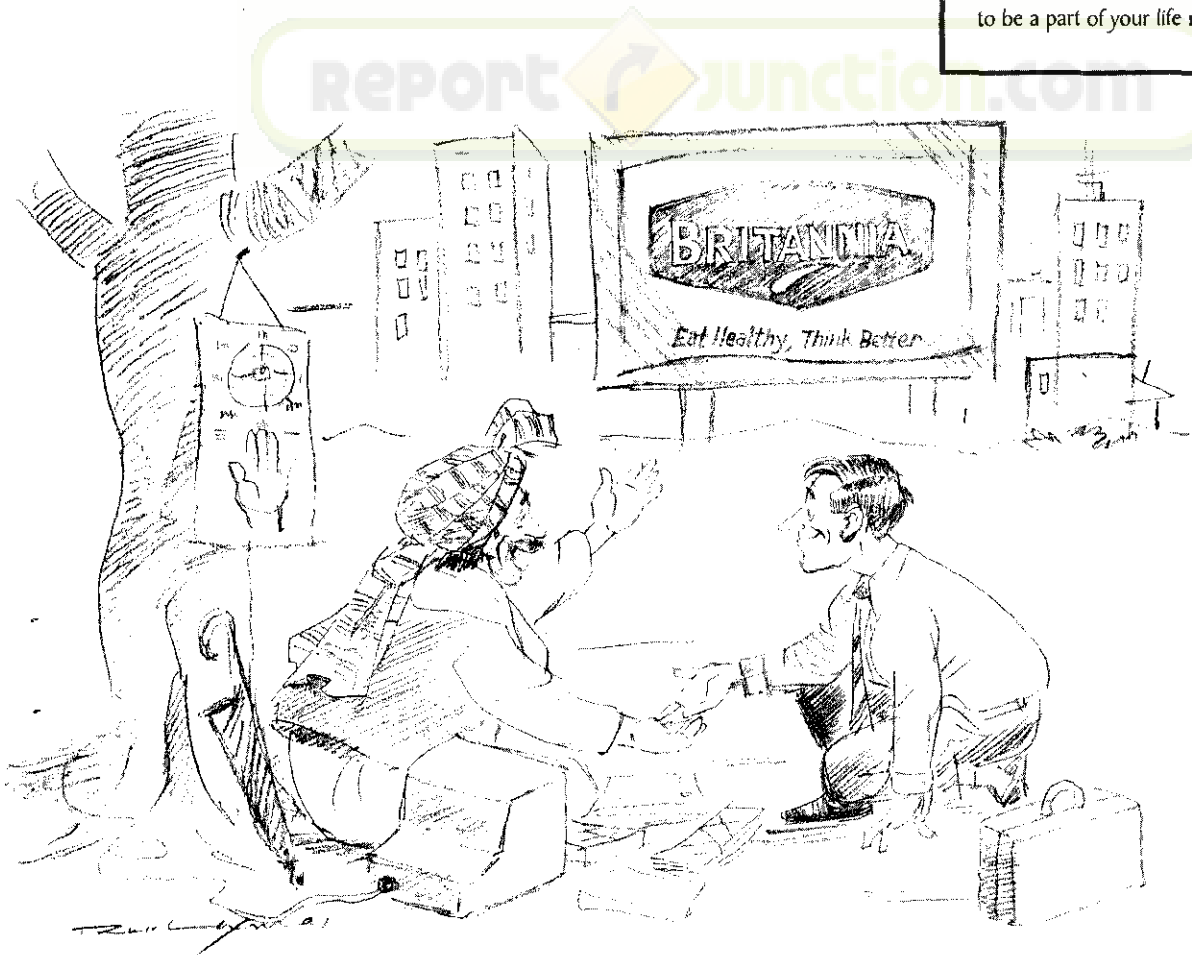
More than 80 years ago, a company began
with a vision.

A vision to be a part of your life by giving tasty
and nutritious food products. From villages,
where even an empty Britannia tin is often used
to collect water, to cities, where Britannia
continues to add to shareholders' value in the
stock markets. And as India grew, Britannia was
bringing a smile into every Indian home by
anticipating their needs.

It's an ancient belief that healthy food leads to
mental alertness. Britannia's motto, "Eat Healthy,
Think Better", encapsulates a passion to provide
healthy products that blend energy and nutrition
with fun and taste, for all.

Most recently, Britannia has entered into milk and
milk products, even while energising its
traditional strengths in biscuits, bread and cakes.

With the new millennium, comes a host of
challenges and exciting opportunities. Britannia is
constantly evaluating new categories with a desire
to be a part of your life now, and in the future.





The nutritious break in an otherwise busy day.



A swim in the morning. A busy day at school. And marbles till late evening. Kids in small towns live a hectic life. Britannia's vision is to see them healthy and happy. *Britannia Tiger. A part of everyday life.*



Sometimes there is nothing more exciting
than biting into some real butter, cashew,
almonds and pistachios. Britannia
understands this need for such joyous occasions.
*Britannia Good Day. A part of those
special moments.*

The irresistible treat in every home.





The healthy choice for the future generation.

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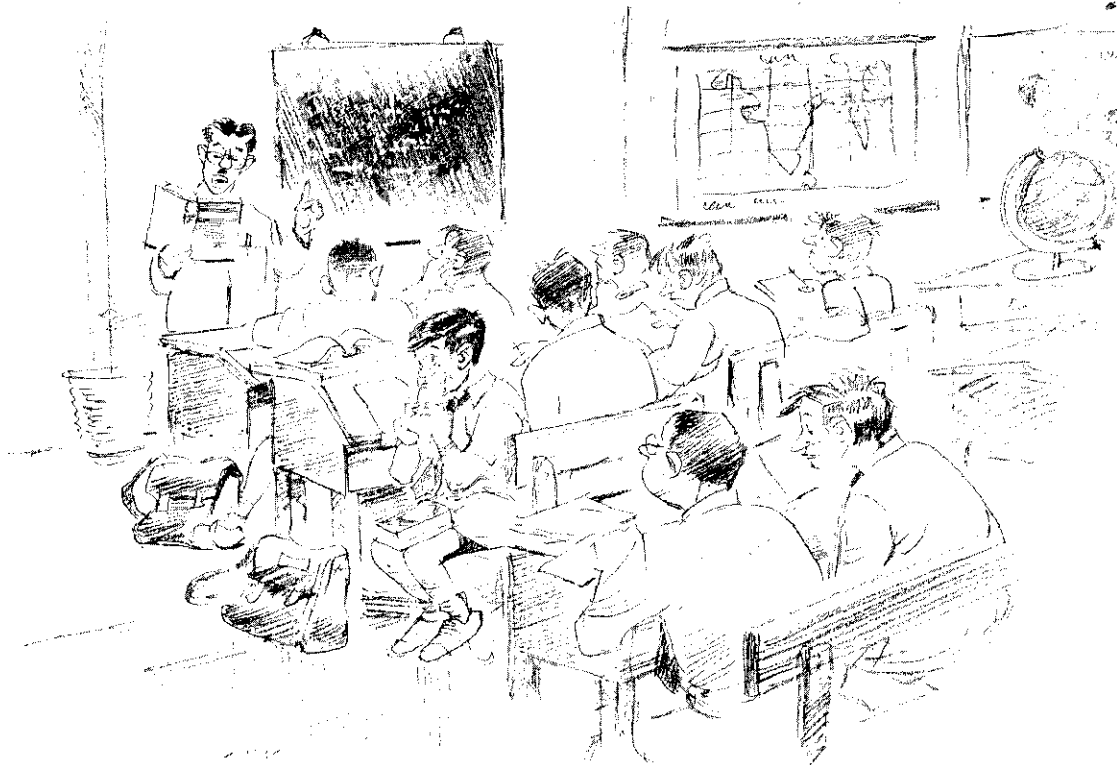
No time to relax. No time for exercise.
For the younger generation, that's life in the
fast lane. But Britannia has kept pace with
a range of nutritious, tasty biscuits for them.
*Britannia NutriChoice. A part of every
healthy individual.*



Every mother hopes the nutritious delicacies she packs in her kid's tiffin box don't come back untouched. And with a glass of cow's milk in their tiffin box, kids can't wait for lunch breaks these days.
Britannia Cheese. A part of every healthy kid.

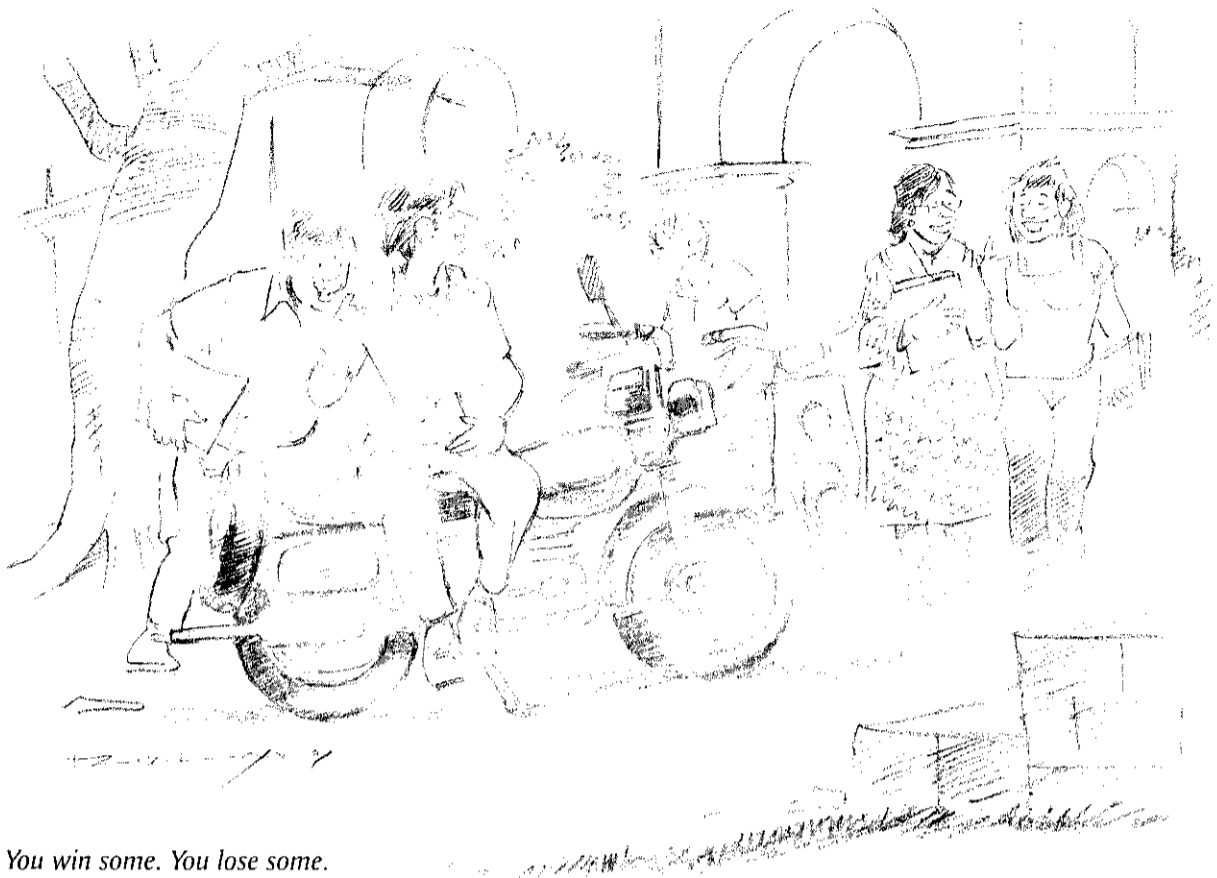
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Lunch breaks are not the same any more.









You win some. You lose some.

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Friends, girl friends, studies, or a bit of fun.
Life is full of making choices.
Britannia understands the need for
some laughter through these moments.
*Britannia Fifty-Fifty. A part of every
memorable moment.*