



— — — A Part Of Your Life — — —



ANNUAL REPORT 1998 - 99

## Board of Directors



Nusli N Wadia  
Chairman



Philippe Jaeckin  
Vice Chairman



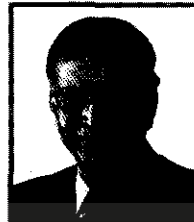
Sunil K Alagh  
Managing Director



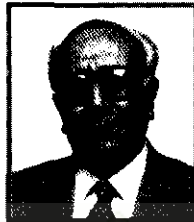
A K Hirjee



Simon Israel



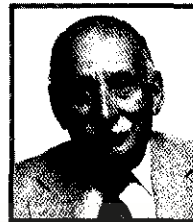
S S Kelkar



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

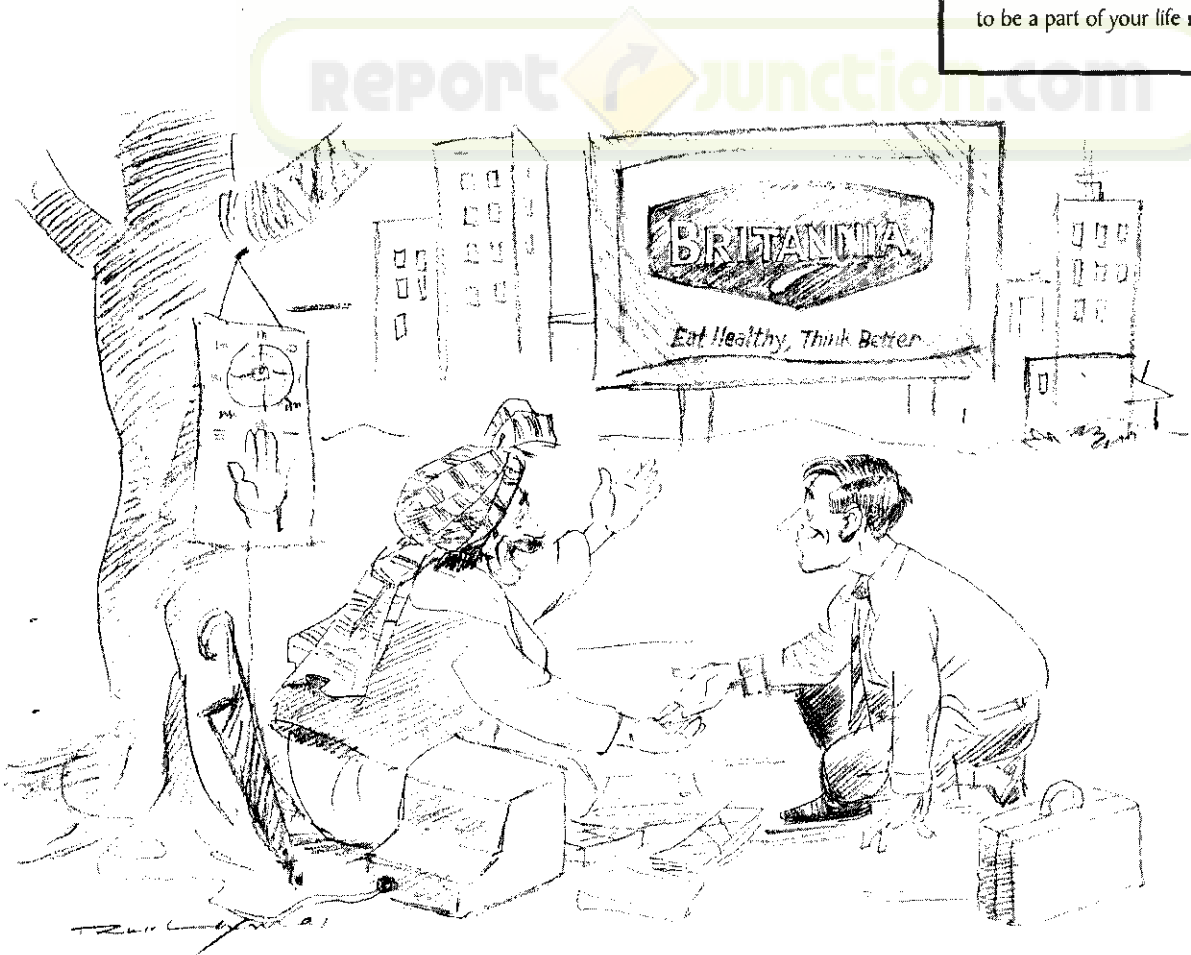
More than 80 years ago, a company began  
with a vision.

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.*

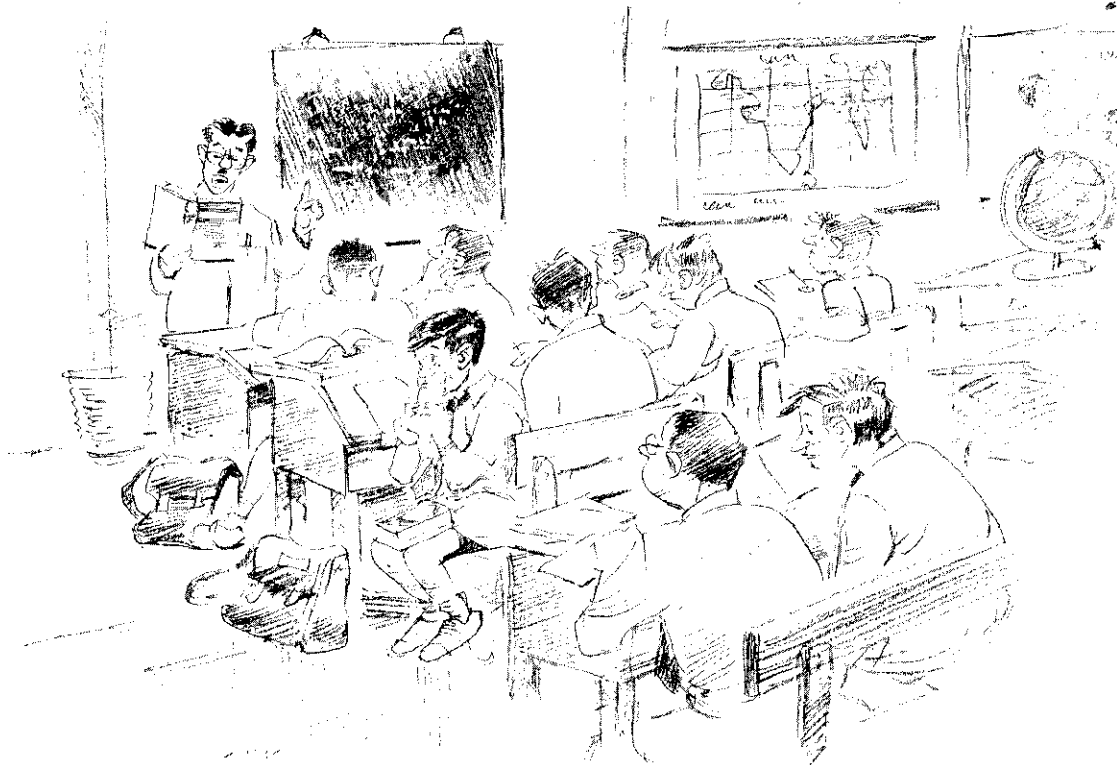




Every mother hopes the nutritious delicacies she packs in her kid's tiffin box don't come back untouched. And with a glass of cow's milk in their tiffin box, kids can't wait for lunch breaks these days.  
*Britannia Cheese. A part of every healthy kid.*

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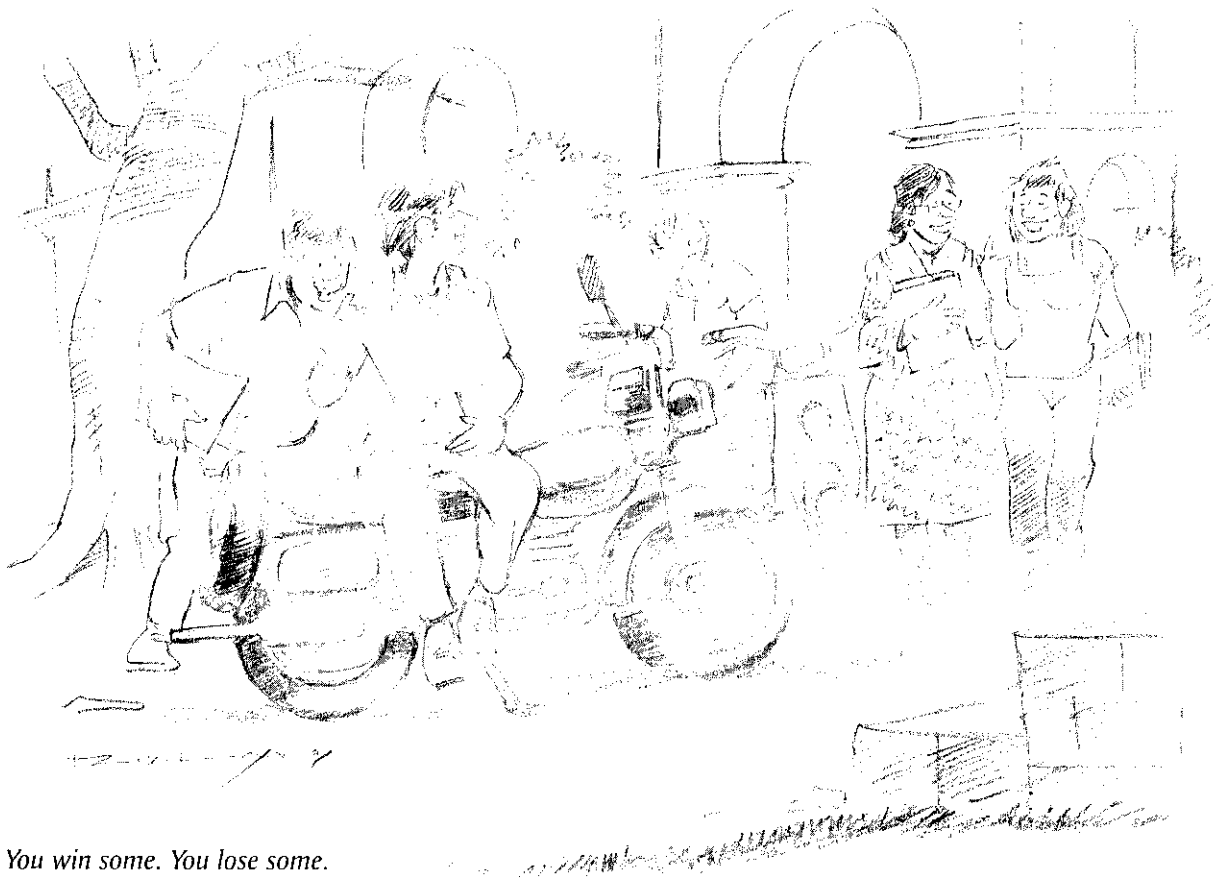
*Lunch breaks are not the same any more.*











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.*