



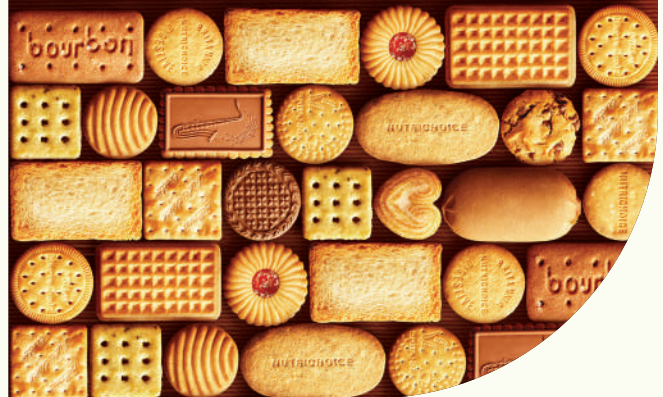
ANNUAL REPORT

2019



NOW LET'S RESET
TO BE A TOTAL
FOODS COMPANY.

YEARS OF SUCCESS
IN BAKERY.



IT'S THE TURN OF THE CENTURY.

After 100 delightful years of success in the bakery industry, we are charging ahead with the goal to become leaders in the overall foods market.

2018-19 has been a landmark year as we introduced new categories in our portfolio - croissants, wafers, salted snacks and dairy drinks.

As our partners, you made every day count in the last 100 years, giving us the confidence that we can count on you. We have started the new century with a renewed hunger to achieve greatness. Step by step, we will gain momentum and grow together until we are above the rest, standing tall - giants in the overall foods markets. So while we've had a great 100 years, you can certainly look forward to the next, because the best is yet to come.



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Key Highlights 2018-19

100th

YEAR
CELEBRATIONS

4

NEW CATEGORY
LAUNCHES

24

NEW PRODUCT
LAUNCHES

NO.1

FOOD BRAND
BY BRAND EQUITY

PART OF

NIFTY 50

LEAGUE



100 Years' Celebrations

Organised 27 events celebrating 100 years with all those who made it possible - Employees including Ex-Employees, Distributors, Supply Chain Partners, Shareholders and the Investor Community.



Britannia, Exciting Goodness

EXCITEMENT



FAMILIES



HOMEMAKERS



MOM AND CHILD



TWEENS



ADULTS



YOUTH

GOODNESS

TU
SAU

SAAL
JIYEGA

BRITANNIA

100
YEARS
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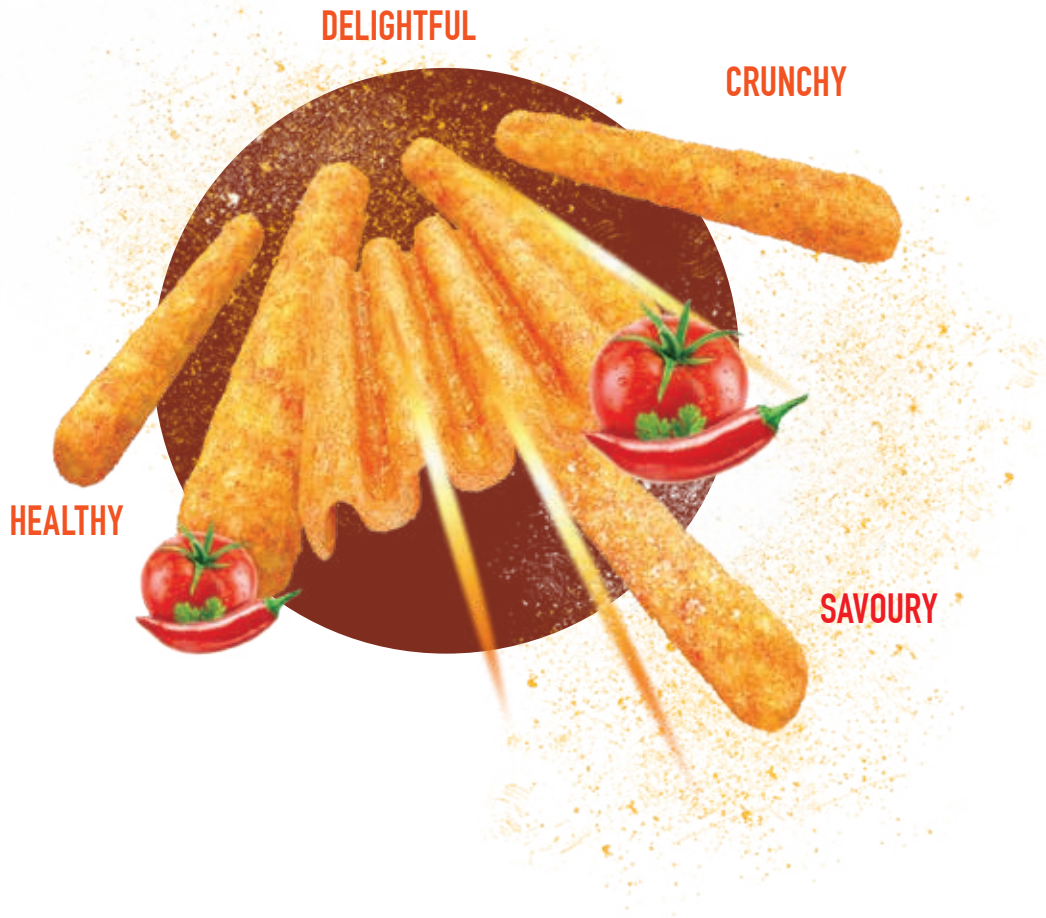
100
YEARS
BRITANNIA

New Category Entry, the Quest for New Horizons....

1. Snacks

Snacks is a ₹25,000 Crores category growing at 20% p.a.

Launched 5 exciting formats of Salted Snacks in select geographies.



2. Milk Shakes

Milk Based Drinks is a ₹2,800 Crores category growing at 27% p.a.

Launched 4 variants of Thick Shakes and planning more.



3. Croissants

Croissant, as a category, holds promise of exponential growth given its taste, appeal, convenience and affordability.

Launched 2 variants of Croissants under Treat brand.



4. Cream Wafers

Wafers come in various forms and diverse formulations.

Launched 4 variants of Wafers under Treat brand.



Range Expansion through New Products

Cakes

THEN
NOW



Bar and Chunk Cakes



Bar and Chunk Cakes, Muffills, Swiss Roll, Layerz and Brownie



Premium Cookies



THEN
NOW



Butter, Cashew and Nuts



Butter, Cashew, Nuts, Chocochip, Choco Chunks, Mixed Fruit and Jeera

Premium Creams



THEN
NOW



Bourbon and Treat



Bourbon, Treat, Chocolush, Deuce, Burst and Stars