



- Energy & water conservation
- Sustainable packaging
- Community nutrition
- Product quality
- Healthy product portfolio
- Diversity & inclusion
- Health, safety & wellbeing

Let's  
make it a  
**good  
day**

ANNUAL REPORT 2021

# MAKING EVERY DAY A BETTER DAY

When humanity looks back on 2020 in a few years, it will be relegated to being one of the most challenging years that mankind has ever seen. The world witnessed a health, a humanitarian and an economic crisis of a gargantuan scale which was hitherto unimaginable.

The pandemic confronted us all with overwhelming challenges every single day, and as one of the largest essential foods organizations in the country, we resolved to put our best foot forward.

We mobilised and augmented our manufacturing, supply chain and sales systems to ensure that every fellow Indian across the length and breadth of this country, had easy access to affordable nutrition.

While there were unrelenting constraints facing every member of the Britannia ecosystem with no known protocol of operations, we demonstrated immense agility and rallied together in unison to ensure that we deliver value to our shareholders, sow the seeds for a sustainable future, and most importantly, serve the country in these dire times of need. We liaised with government organizations & civil society groups across the country to lend a helping hand to the vulnerable sections of the society by providing hot meals, ration kits and packaged food products.

We realize that today, more than ever, ESG (Environment, Social, Governance) standards are of paramount importance and need to be integrated into our core business philosophy, product portfolio & the entire value chain. Through the course of the year gone by, we made certain that we do not lose sight of the importance of delivering sustainable and responsible goodness by helping our initiatives in energy & water conservation, sustainable packaging and community nutrition; amongst others.

And thus, we took strides every day to enliven the Britannia of today, the one which proffers exciting goodness through its products, but more importantly, the one that works towards making every day, a better day.





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**2020-21**

**KEY HIGHLIGHTS**



★ ★ ★  
**TOP 15 BEST  
EMPLOYERS  
IN INDIA**

(Kincentric Study 2020)



★ ★ ★  
**TOP FMCG  
SUPPLY  
CHAIN  
COMPANY**

(Alden Global Advisors)



★ ★ ★  
**3 KEY  
Transformational  
Digital Projects**



★ ★ ★  
**Established a  
ROBUST  
BUSINESS  
CONTINUITY  
PROCESS**

During lockdown



★ ★ ★  
**LAUNCHED  
OUR FIRST  
CORPORATE  
SUSTAINABILITY  
REPORT**



★ ★ ★  
**Improved  
NIFTY  
50  
RANKING**



# SAFETY FIRST AGILITY NEXT



ADHERENCE TO  
SANITISATION  
AND MASK-WEARING  
PROTOCOLS  
AMONGST  
SALES FORCE



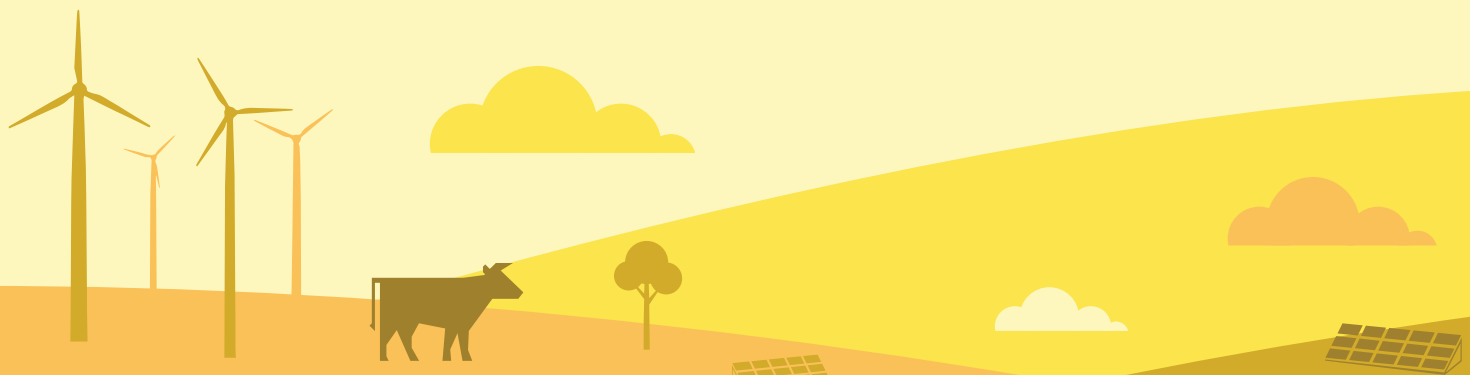
INNOVATIVE  
DELIVERY  
SOLUTIONS

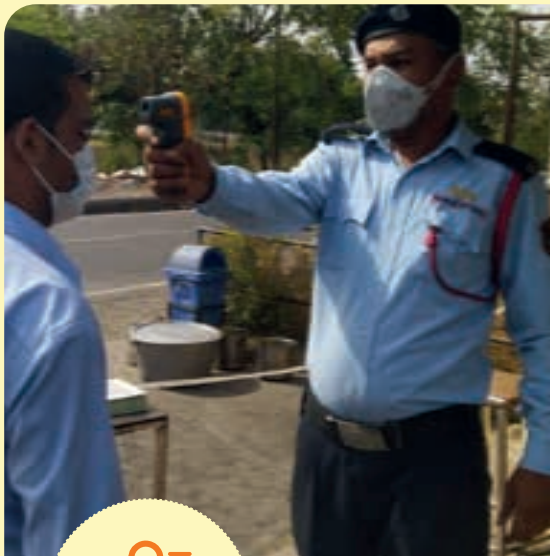


INSTALLATION  
OF PHYSICAL  
BARRIERS  
IN FACTORIES



COMMUNICATION ON  
COVID-19 INFORMATION  
THROUGH PA SYSTEM





REGULAR  
TEMPERATURE  
SCREENING



SHOP FLOOR  
EMPLOYEES  
EDUCATED ON  
COVID-19  
HEALTHCARE  
PRACTICES



USING AI AND  
CCTV CAMERA  
TO MONITOR  
SOCIAL  
DISTANCING  
AND MASK  
VIOLATIONS



10K+ ONROLL & OFFROLL EMPLOYEES  
VACCINATED ACROSS ALL OUR OFFICES  
AND FACTORIES





# MILK BIKIS: REGIONAL DOMINANCE TO NATIONAL RECKONING

## POWERFUL RENOVATION IN TAMIL NADU



### 40-YEAR LEGACY CELEBRATIONS



### THEMATIC BRAND FILM

## POWER STRIDES IN THE REST OF INDIA WITH THE 100% ATTA PRODUCT LAUNCH

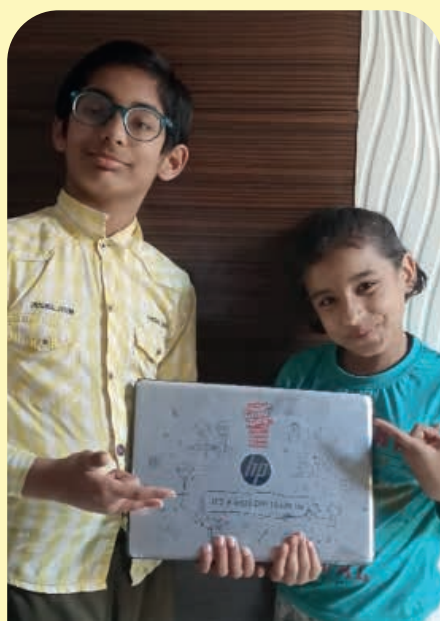


### FILM STARRING PANKAJ TRIPATHI





# GOOD DAY: BRINGING HOME THE JOY OF SCHOOLING



# MARIE GOLD: NOURISHING HOMEMAKERS' DREAMS



MY STARTUP 2  
ACTIVATION



THEMATIC BRAND FILM



DIGITAL ACTIVATION

வீட்டின் தலைவிகளை  
வணங்குகிறோம்

