



Press Release

Britannia Consolidated Revenue (comparable) grew 14%, Profit from operations increased by 20% & Net Profit increased by 20% for the quarter

Kolkata, Aug⁶th, 2018: Britannia Industries Ltd. (BIL), India's leading Food Company, reported consolidated (comparable) revenue growth of 14% for the Quarter at Rs. 2,527 crores. Profit from Operations at Rs. 354 crores increased by 20%. Net profit for the quarter at Rs. 258 Crs increased by 20%.

Commenting on the performance, Mr. Varun Berry, Managing Director, said,

"We have witnessed positive momentum in the market over the last few quarters. Our Double digit growth for the quarter is backed by a double digit volume growth primarily due to our investment in brands and widening our distribution network through focus on direct reach, rural market and weak states. We continued our Premiumisation & Innovation journey with launch of "Triple Chocolate Chunkies", "Wonderfulls Butter Jeera & Mixed fruit", & "Multi Grain Rusk"

Our International business remained flat due to slow-down in geographies like Middle East and Africa. During the quarter, we commissioned a new greenfield factory at SEZ in Mundra dedicated for servicing export markets. In addition we are also setting up a Greenfield plant at Nepal which will be our fourth country with local manufacturing.

The growth in Dairy business has been subdued due to our focus on driving value added products and reducing our play in the less profitable commoditized products, which has helped us improve our profitability.

On the commodity front, prices of key raw material have been stable in Q1. Our cost efficiency program and endeavour to leverage fixed costs have helped us improve our profitability".

The 100th year for Britannia is not just a milestone, but the company sees it more as a Launchpad to help it make a quantum shift into the future. As Britannia turns 100, there are many uncharted territories that the company will enter to secure disruptive growth. After decades, Britannia is refreshing its identity and its brand proposition. We continue to fortify our bastion business of bakery through a variety of innovations. At this juncture, we are entering new categories such as croissants, cream wafers and other adjacent macro snacks.

For more details, please contact:

Genesis BursonMarsteller- SR Prasanna - Tel No: 9986077303

Awasthy Menon- Tel No: 95386 88852