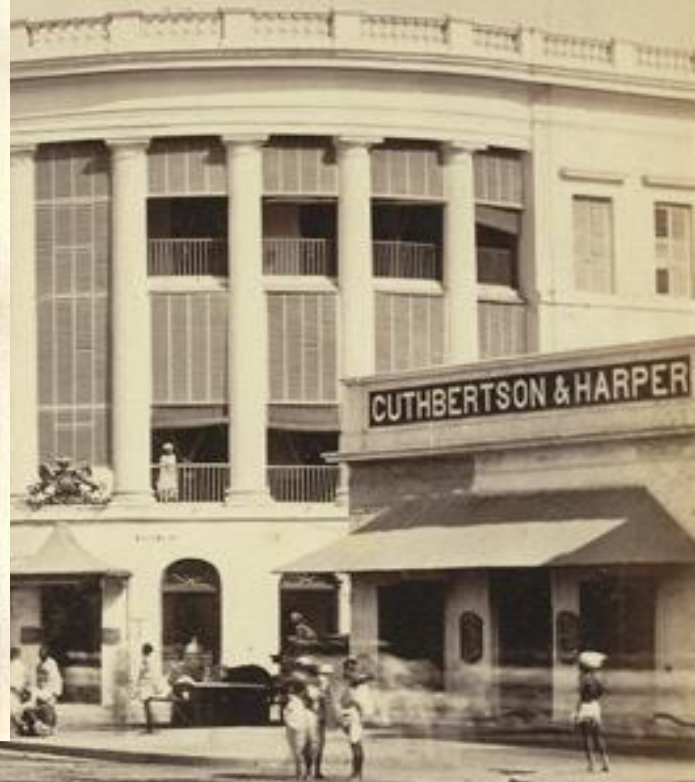


**LET'S BEGIN
WITH A STORY**



It all started in the city of Kolkata



CH Holmes & the Gupta Brothers started a new business

A spiral-bound notebook is shown from a top-down perspective, slightly angled. The notebook is open, and a single sheet of white paper is placed on top of the pages. The paper has a question written on it in a bold, black, serif font. The spiral binding is visible at the top of the notebook. The background is a dark, textured surface.

**CAN YOU GUESS
WHEN THIS
BUSINESS WAS
STARTED?**

A spiral-bound notebook is shown from a top-down perspective, slightly angled. The notebook is open to a blank, cream-colored page. The spiral binding is visible at the top edge. The text "MARCH 1918" is printed in a bold, black, serif font, centered on the page. The background is a dark, textured surface.

MARCH 1918



**EXACTLY A
100 YEARS BACK**

**SOMETHING
VERY SPECIAL
CAME INTO
BEING**



BRITANNIA

Eat Healthy, Think Better



ITS BRITANNIA'S 100th BIRTHDAY



It's been one heck of a ride

10000 Crs

80 Factories

2000 Employees

100 Billion Happy Consumers

100 Cr Packs/Month

50000 associates

Global Presence

5 million outlets

Largest Bakery Brand

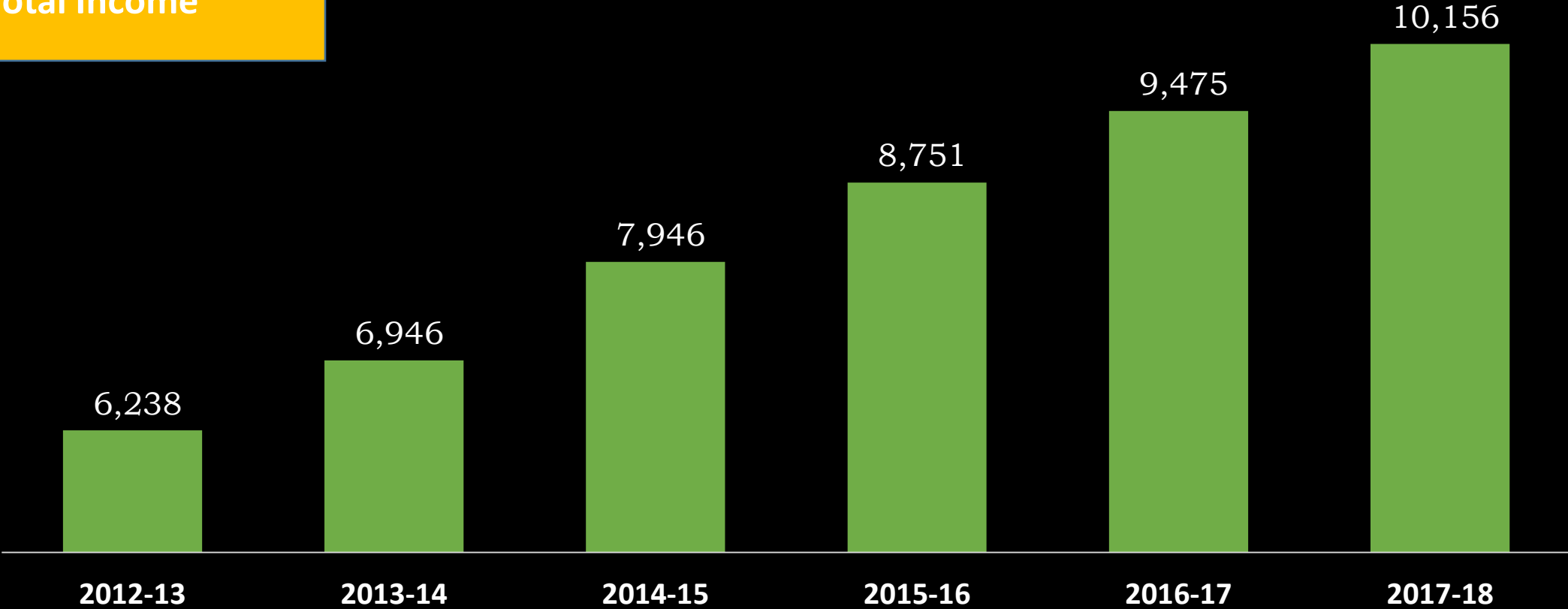


**WE SHOULD
BE REALLY
PROUD
OF WHAT
WE'VE BUILT**

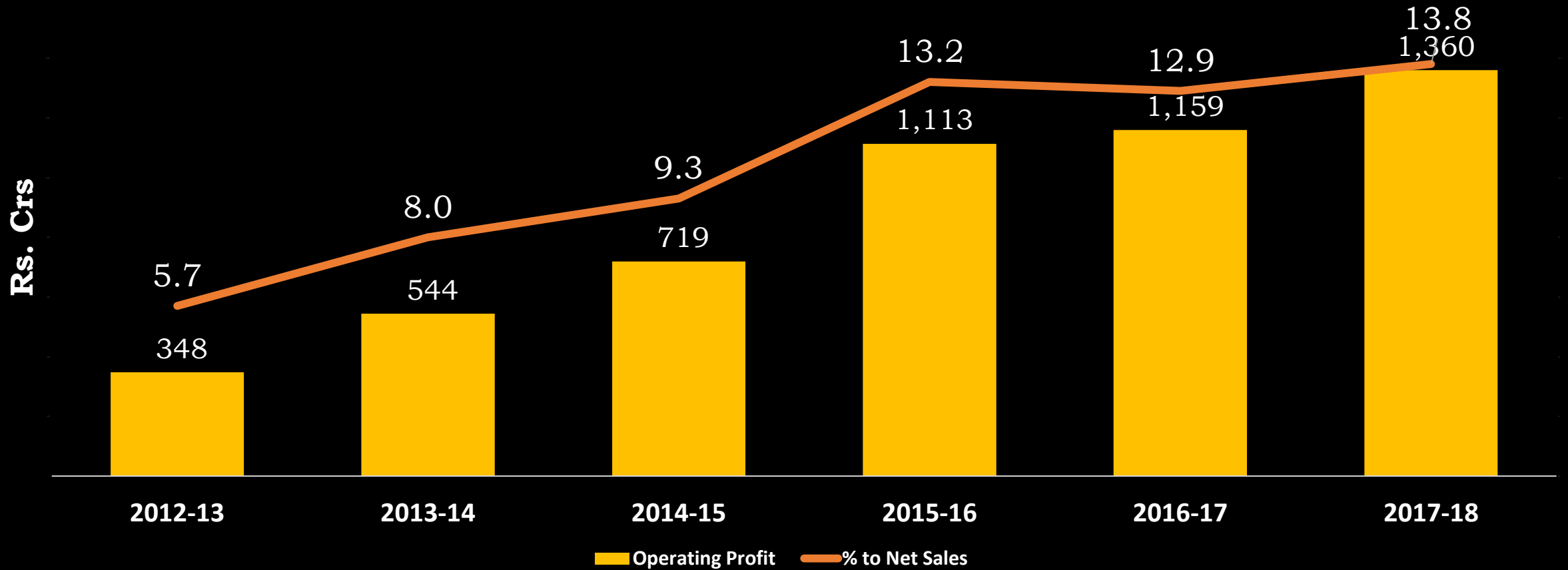
Consistent topline growth

Total Income

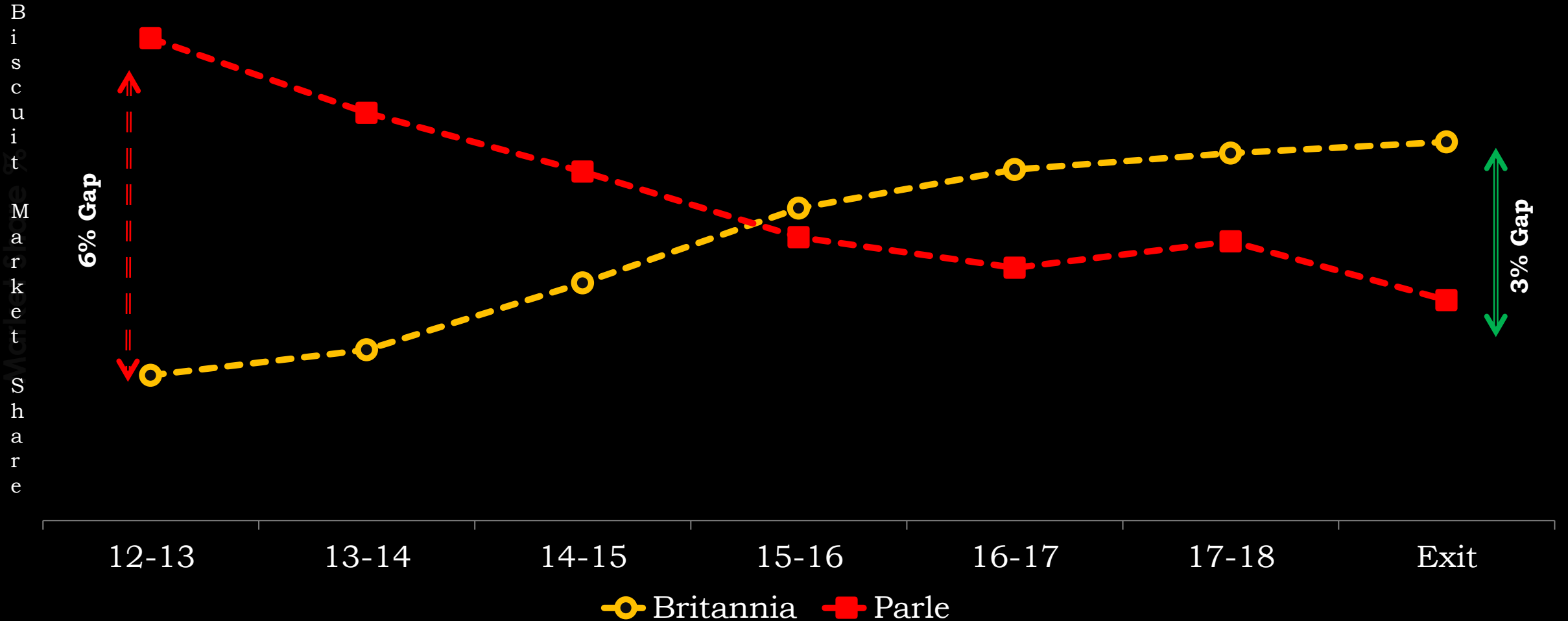
Rs. Crs



Significant profitability improvement



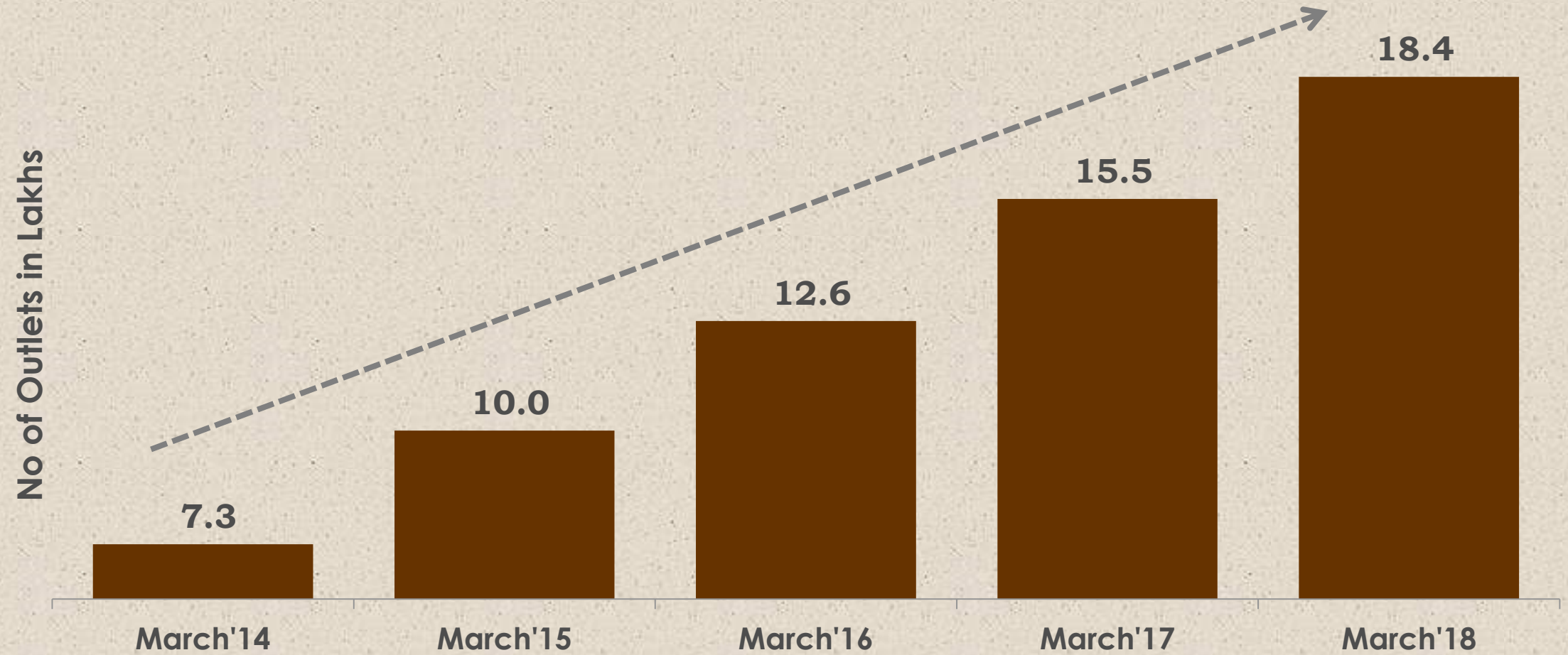
We have gained market share and are #1..



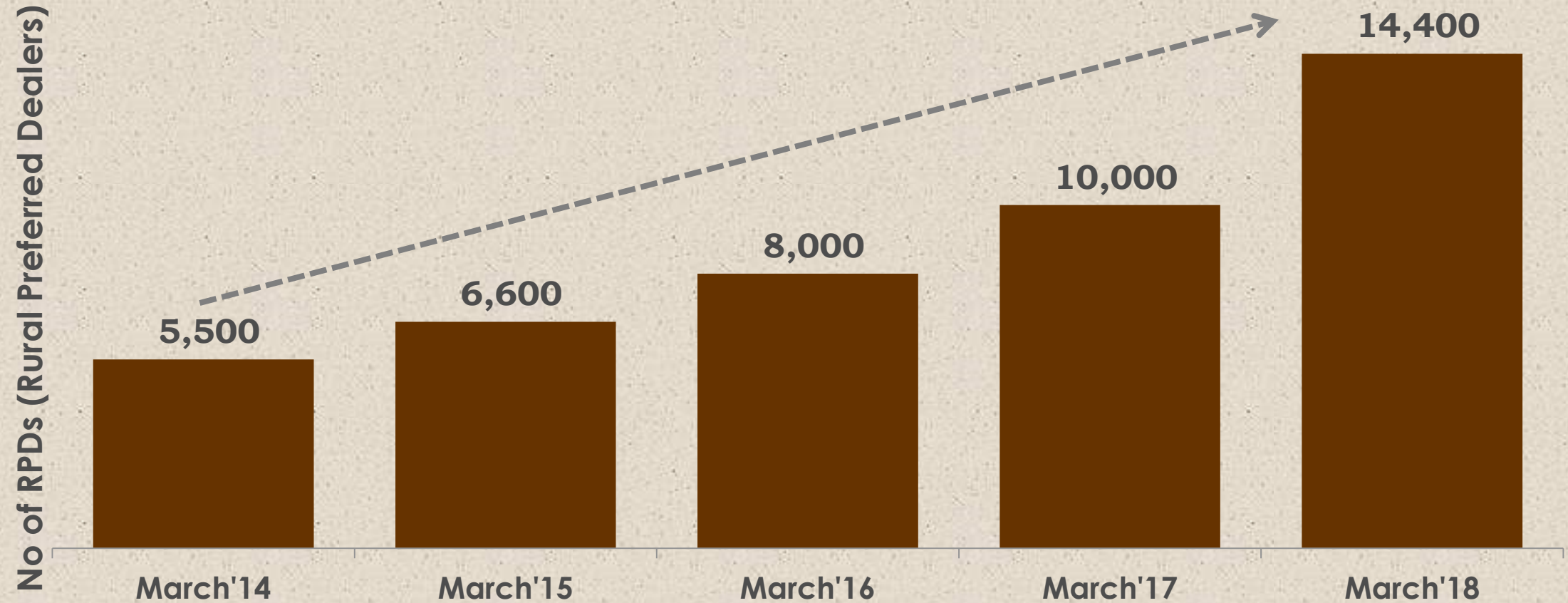


So how did we do this..

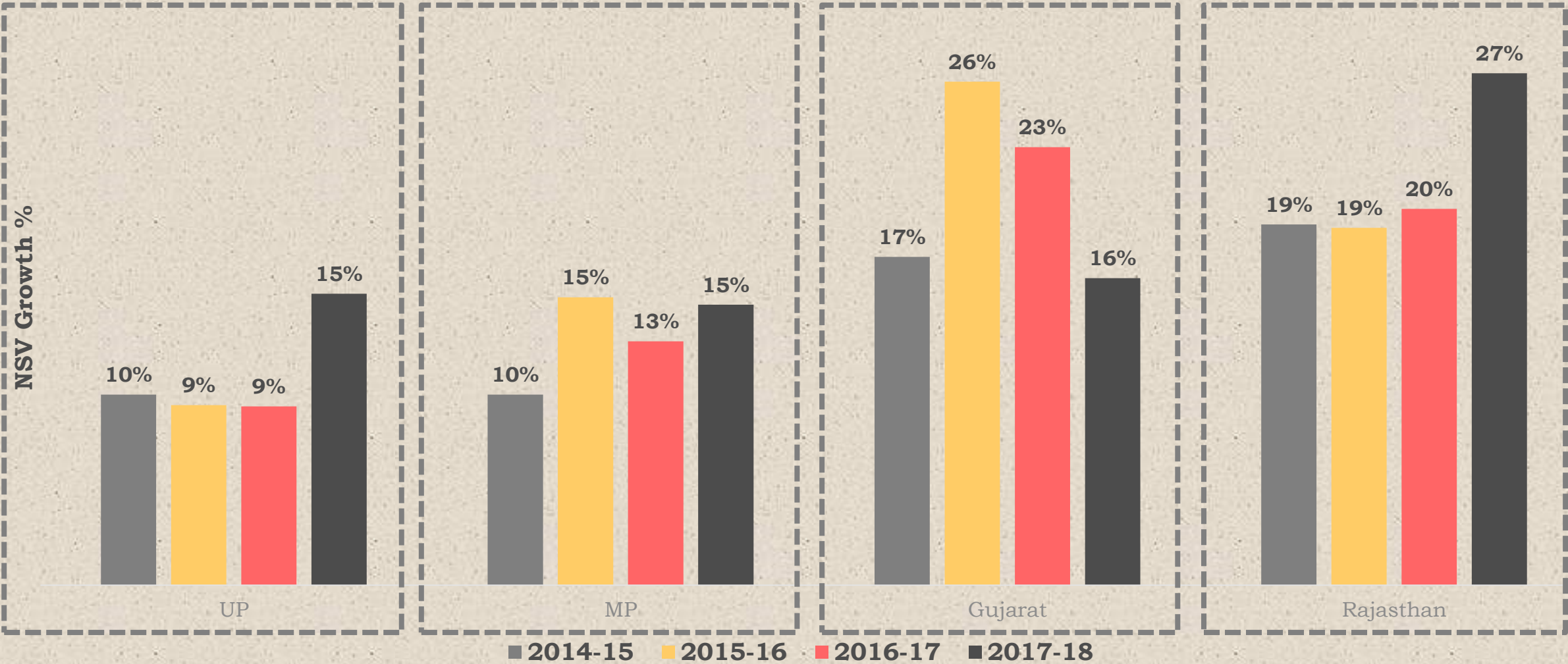
Direct distribution increase



Rural distribution increase and growing in double digit...



Growth in Hindi States through distribution increase..



Focused Marketing

**Brand
Consolidation**

**Product
Relaunch**

**High impact
associations -
Filmfare, IPL
etc**

**Consumer
Promotions**

**Celebrity
endorsements**

Investments in our R&D Centre & Robust Innovation process

Treat Chocolate & Vanilla



Oat Cookies & Digestive Zero



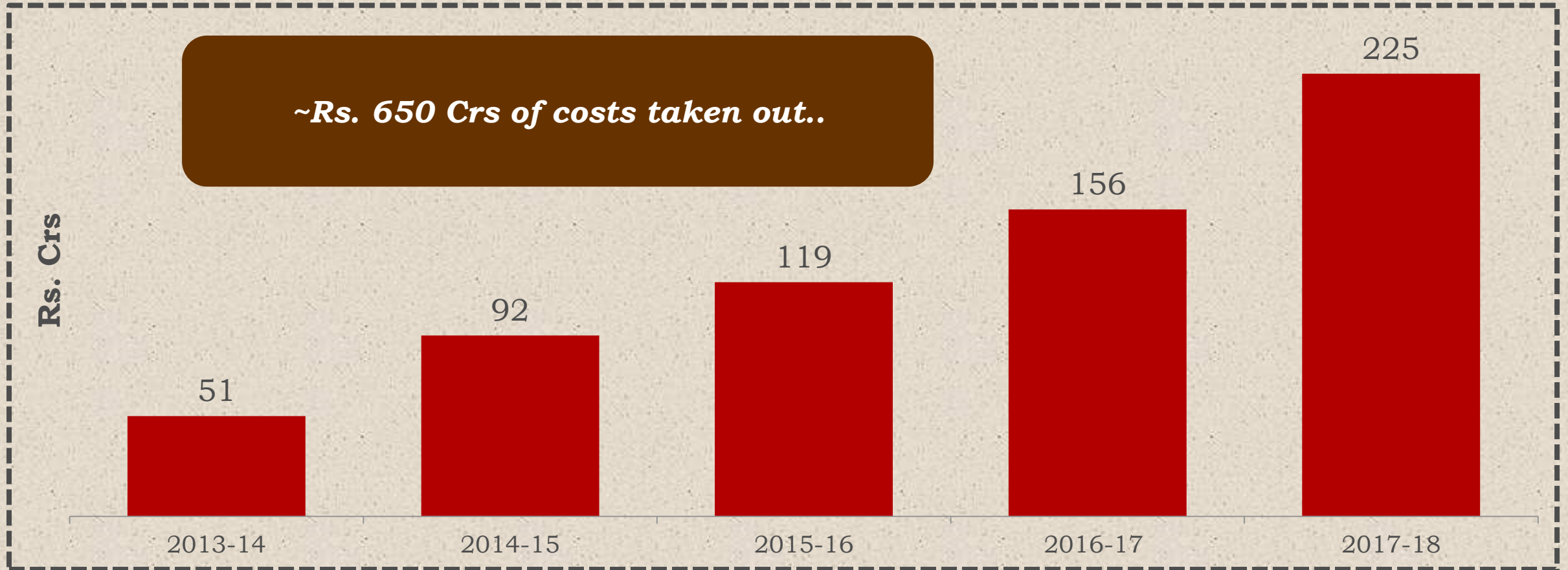
Milk Rusk



R&D Centre Bidadi Bangalore



Cost Efficiency Program.. Generating incremental savings every year..

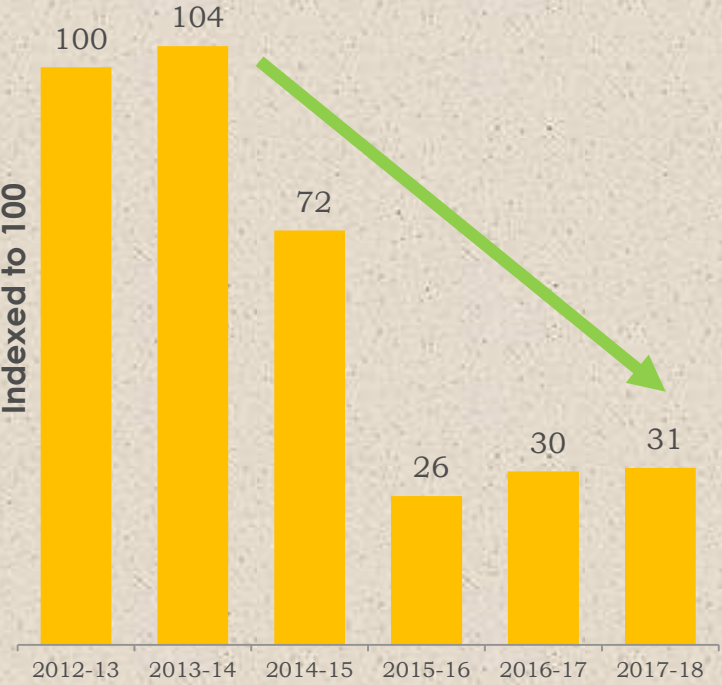


Themes of cost efficiency:-

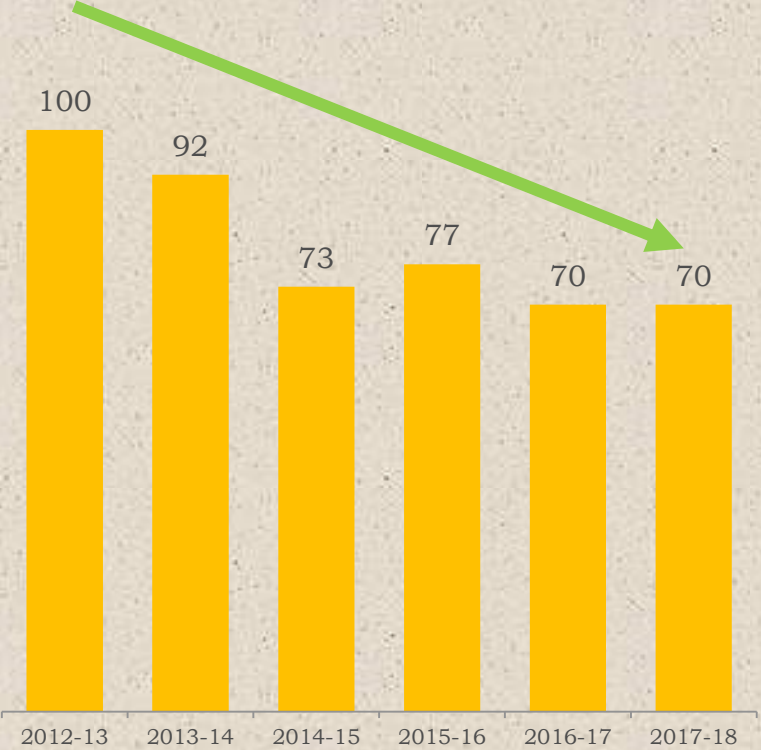
1. Reducing distance to market
2. New & large factories for efficiencies
3. Reduction in wastages
4. Value engineering

Wastage Reduction..

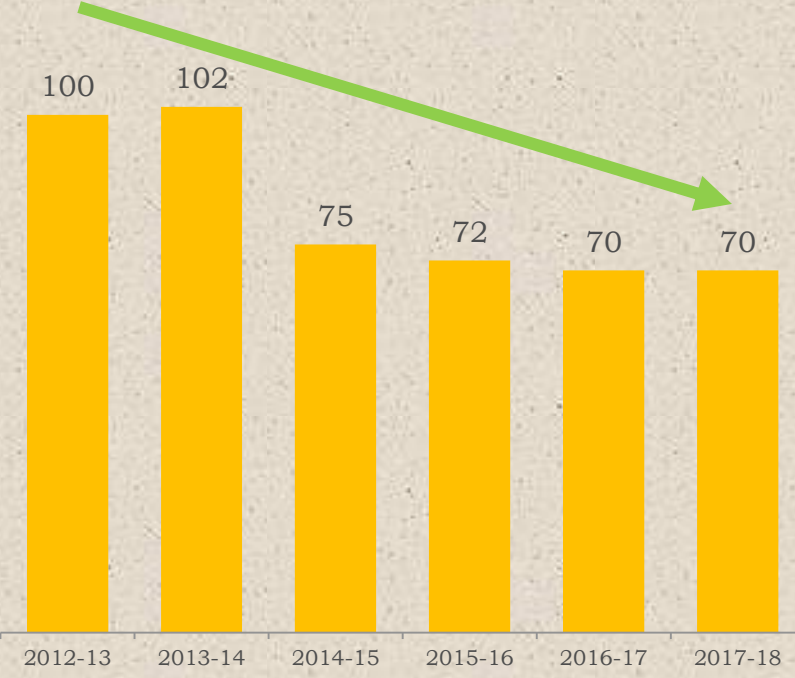
70% Reduction in Write offs



30% Reduction in Trade Loads



30% Reduction Market returns



Set up technologically superior factories across the country...



Jhagadia

Perundurai

Bidadi

Guwahati

Mundra

People being at the core of it..

*Britannia for
Britannians*

80% of the
current senior
leadership team
from within

*Cohesive Management
working*

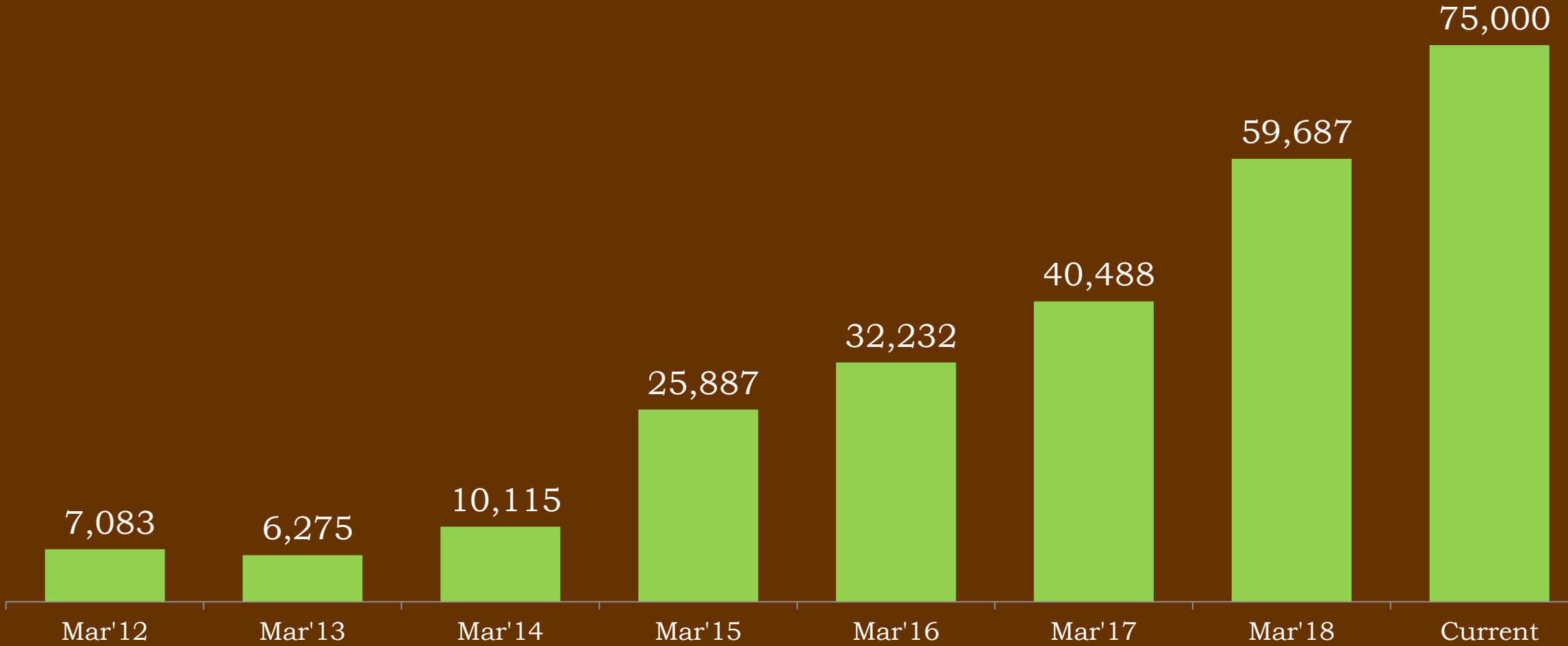
Cross-functional
team work

*Young Managers for a
Young India*

Young Managers
at the forefront
of driving our
understanding
about
millennials –
innovation
agenda

Market Cap..

Rs. Crs



YET WE SHOULD NEVER FORGET

THE KEY TO
OUR SUCCESS



THAT SPECIAL, UNIQUE



LETS SEE FOR OURSELVES.



IS





BRITANNIA
TO NEWER HORIZONS

A stylized landscape illustration. The background is a light teal color. At the bottom, there are several rolling hills in shades of green and yellow-green. Two white, fluffy clouds are positioned in the upper left and upper right corners. In the center, a red banner with a yellow and green base contains the word "BRITANNIA" in white, bold, uppercase letters.

BRITANNIA



**TODAY BRITANNIA IS
THE BRAND OF CHOICE
FOR MILLIONS OF
FAMILIES**



SO, WHY
CHANGE?

Then



**CONSUMERS
HAVE
CHANGED**

Now



Then

WHAT WAS
HEALTHY THEN,
ISN'T NOW

Now

Then



WHAT WAS
TASTY THEN,
ISN'T ANY
MORE

Now





BUT SOME THINGS
HAVE REMAINED
THE SAME



**OUR RELATIONSHIP
WITH CONSUMERS
HASN'T CHANGED**



**WE STILL HAVE THAT
SPECIAL CONNECT WITH
OUR CONSUMERS**



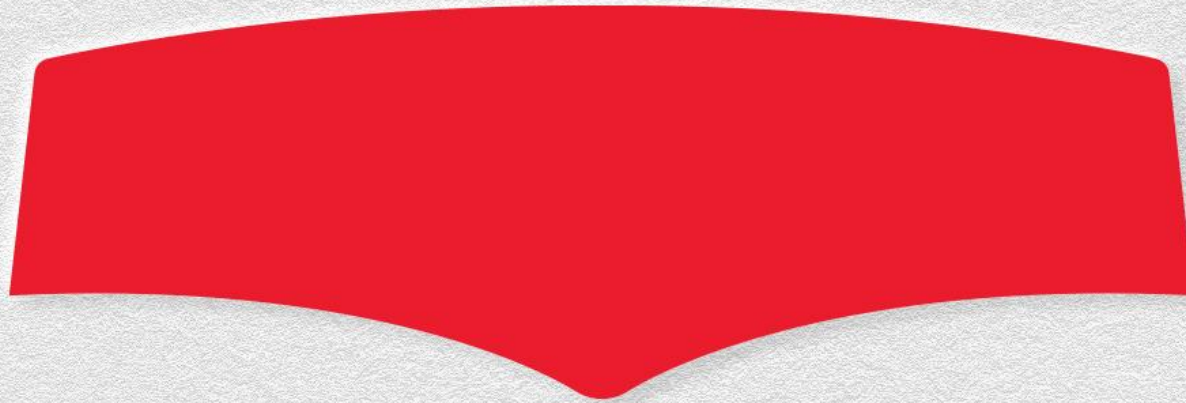
**OUR LEGACY OF
GOODNESS AND PURITY
HASN'T CHANGED**

BRIT
Gluc
The R
For taste a

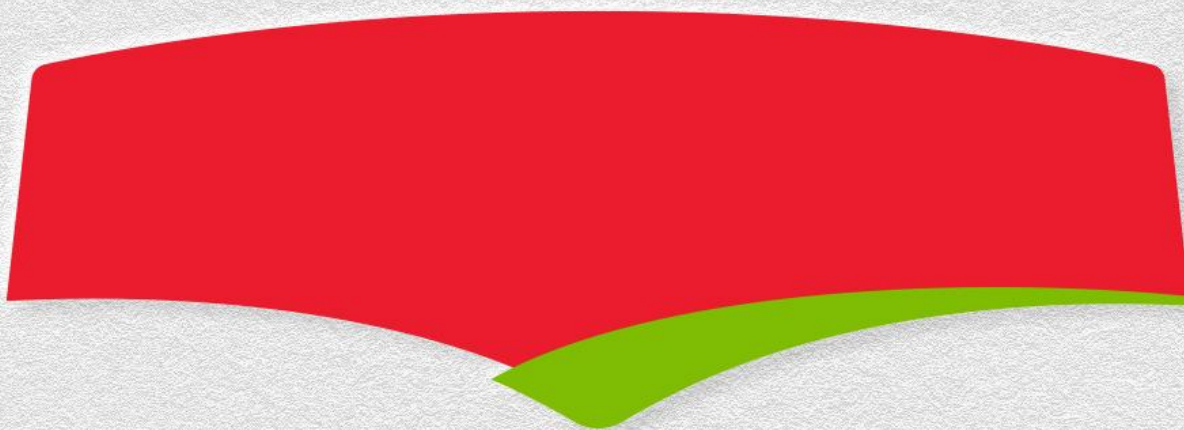


AND SO, NOT A RADICAL
CHANGE FOR OUR LOGO.
FRESH CONSISTENCY.

IT'S TIME TO STAY TRUE TO OUR LEGACY



OF THE GOODNESS THAT WE WERE ALWAYS KNOWN FOR



IT'S TIME TO NOW ADD OODLES OF EXCITEMENT TO IT





BRITANNIA

EXCITING GOODNESS



BRITANNIA



BRITANNIA

**HERE'S TO THE NEXT
HUNDRED YEARS!**



Consumer Campaign



**100 years
is a momentous
occasion**



**This milestone
has been possible
because of our
consumers'
love for us**



Thank
YOU

**And we want to
thank our
consumers on this
occasion**





**Who's the Britannia
consumer...
From a 6 year old to
an octogenarian**



**What role does
Britannia play in their lives?**





Inspire people to start making good choices



Help mothers get every day right for their kids



Fuel for the every day athlete



Free homemakers from the shackles of sweetness



Nourish real friendships



Make heart breaks fun



Inspire moments of everyday optimism

GOODNESS



EXCITEMENT



**This diversity when
brought together
brings alive
Brand**

BRITANNIA



**Which is brought to life
with this new campaign**





**The creative idea of the campaign
is rooted in Indian culture**





**That simple phrase
we use, when we
hear from a friend,
exactly when we've
been thinking
about them...**



सौ साल

जियेगा

sau saal
jiyega



THE IDEA



**We've
turned
100
thanks
to you!**

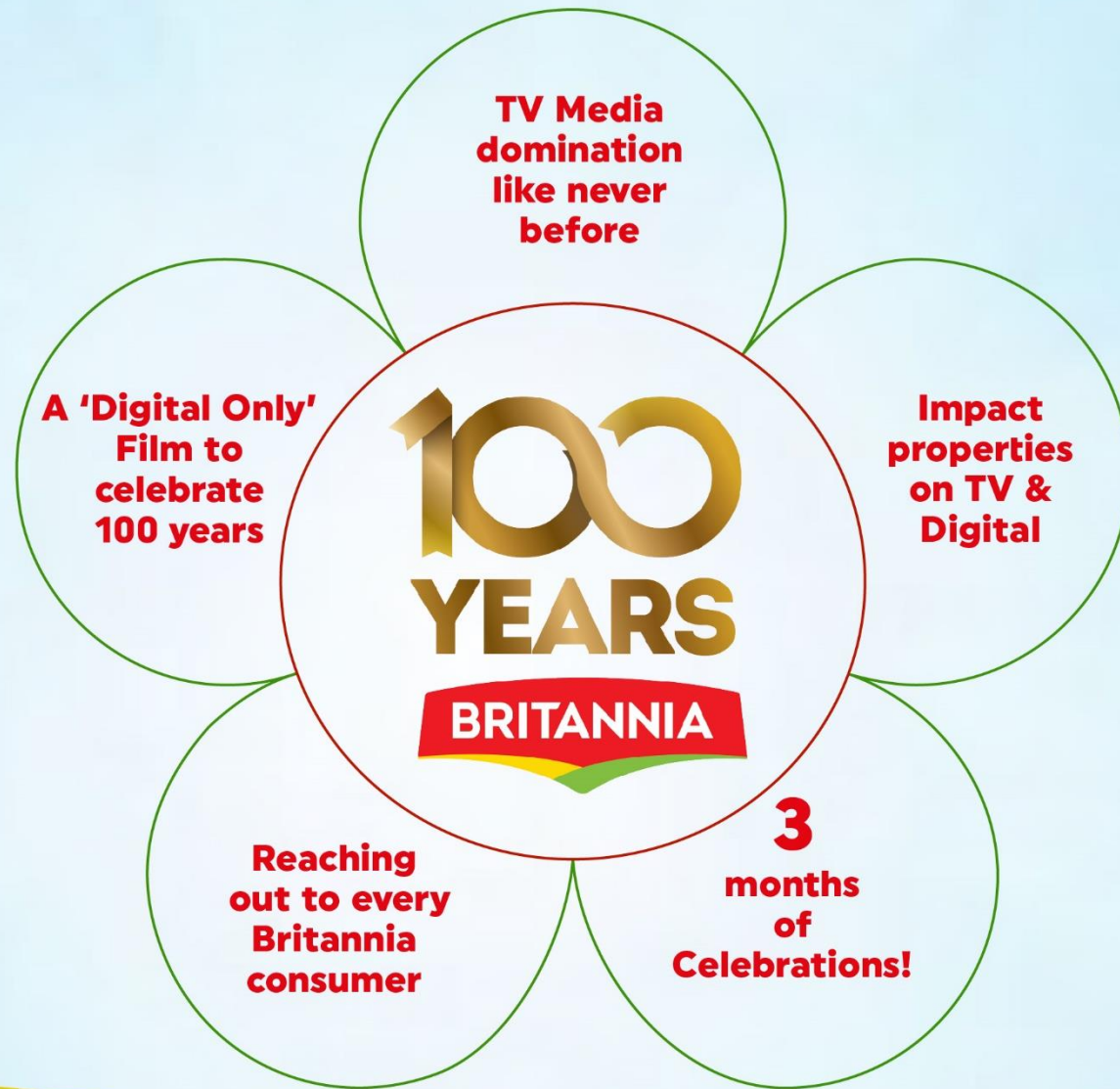




100 YEARS

BRITANNIA







Visual Identity

**A new identity for Britannia
means a new face for
Britannia & it's brands
in the market**



Delivering

EXCITEMENT and

GOODNESS

to consumers





**Brought alive through
Britannia's product and brands**





1 billion packs
77 million households
5 million retail outlets



Look out for a new

BRITANNIA





Brand Re-launches



**In the 100th year,
Britannia is geared
for action across
categories & brands**





**We will further
strengthen our core
The Biscuit Portfolio**





**A new Britannia
will mean a fresh and
reinvigorated
portfolio of brands**





**Renovation has been
our strongest
growth driver in the past**



**And, we will see
many of
our pillar brands
re-launched in 2018**





Biscuit Innovations

**The category was devoid of any
disruption for the
last 10 years...
till we launched
Deuce last year**



**In the 100th year
we will continue
establishing
thought leadership
in biscuits through
Big Innovations**





**Britannia will be
the first mover
with new formats in
The biscuit category**





Adjacencies

**Our domination
in foods starts with
solid steps in
our adjacent
businesses**





**We will break through
these categories
by driving
penetration &
adoption**



**By creating
relevance and
generating
excitement**



A man and a young boy are depicted in dynamic, flying poses, wearing red capes and masks. The man is on the left, wearing a grey t-shirt and blue pants, while the boy is on the right, wearing a blue t-shirt and blue pants. They are set against a dark, textured stone wall. The overall scene is framed by a white border. At the bottom, there are two curved shapes: a green one on the left and a red one on the right. In the bottom left corner, there is a white line-art icon of a rocket with two upward-pointing arrows.

**By re-launching and
re-branding
to create
super brands in each
of these categories**





**Innovations
will be
the key to
success**



More innovations
this year...
than the
last 10 years





New Categories

A photograph of a man with a beard, wearing a black t-shirt, reaching out with his hands towards a young child who is jumping over a large, textured rock. The child is wearing a dark blue t-shirt and jeans. The background is a bright, hazy outdoor setting. The text is overlaid on the right side of the image, enclosed in a white border.

**In the 100th year,
we will take a big leap
towards being a
Total Foods Company**





**With entry into multiple
new food categories**



A group of four young adults (three women and one man) are sitting on steps outdoors, looking at a laptop screen. The man on the left is wearing a blue shirt and a backpack. The woman next to him is wearing a grey top. The woman in the center is wearing a red shirt. The man on the right is wearing a green shirt. The background is slightly blurred, showing what appears to be a building or a public space.

**These entries will
strengthen Britannia's position
with consumer segments;
specially youth**





**And open up new
consumption occasions
like out of home,
on the go**





Dairy Plans

**In the 100th year
we will take
big strides
in Dairy**



Through backward integration



The background of the image is a photograph of a large industrial facility, likely a dairy processing plant. It features a complex network of large, insulated metal pipes and machinery. The lighting is somewhat dim, with a blue and yellow color cast. The pipes run horizontally and vertically, creating a sense of depth and scale. In the foreground, there are various mechanical components, including valves and gauges. The overall atmosphere is one of a busy, modern manufacturing environment.

And a new age manufacturing set-up



**For the
most exciting
product portfolio**





International Business



BRITANNIA TO THE WORLD

- › **Presence in 70 countries through exports**
- › **Local presence in Middle East**





**In the 100th year
Britannia will fuel
International expansion by
investing in a state of art,
dedicated and future
ready factory**





**In line with our commitment
of one market every year,
the 100th year will witness
our first strategic investment
in a new geography
NEPAL**





**As the back
end is gearing up
for local operation,
the business achieved
MARKET LEADER
status in Nepal**



A world map with a white background and blue oceans. Two red circles highlight the continent of Africa and the country of India. The text is overlaid on the left side of the map.

**Expansion is our
Big Agenda
in line with our
commitment of
one market every year**



DELIGHTFUL
100
YEARS[^]



Analyst Meet
Q1'18-19 Results
Kolkata
7th Aug 2018

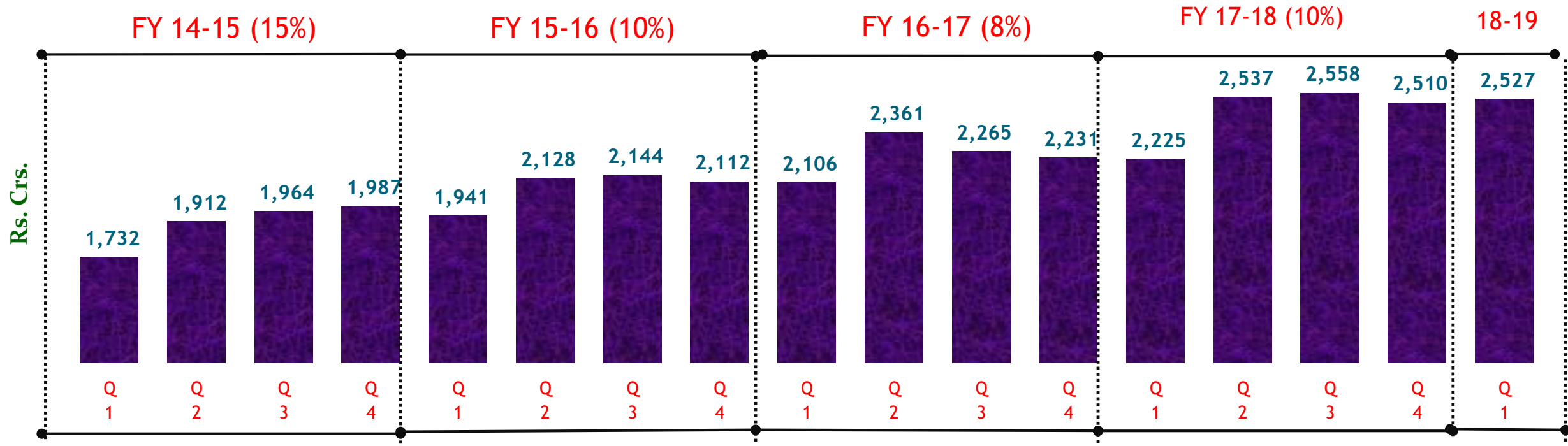
Disclaimer

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward looking statements. The future involves risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include factors such as general economic conditions, commodities and currency fluctuations, competitive product and pricing pressures, industrial relations and regulatory developments.

Q1 '17-18 results

Strong top-line & volume growth on the back of positive momentum in the market,

Consolidated NSV as per Statutory results*



	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Growth%	12%	11%	9%	6%	9%	11%	6%	6%	6%	7%	13%	13%	14%
24 month growth%	30%	26%	25%	22%	22%	23%	15%	12%	15%	19%	19%	19%	20%

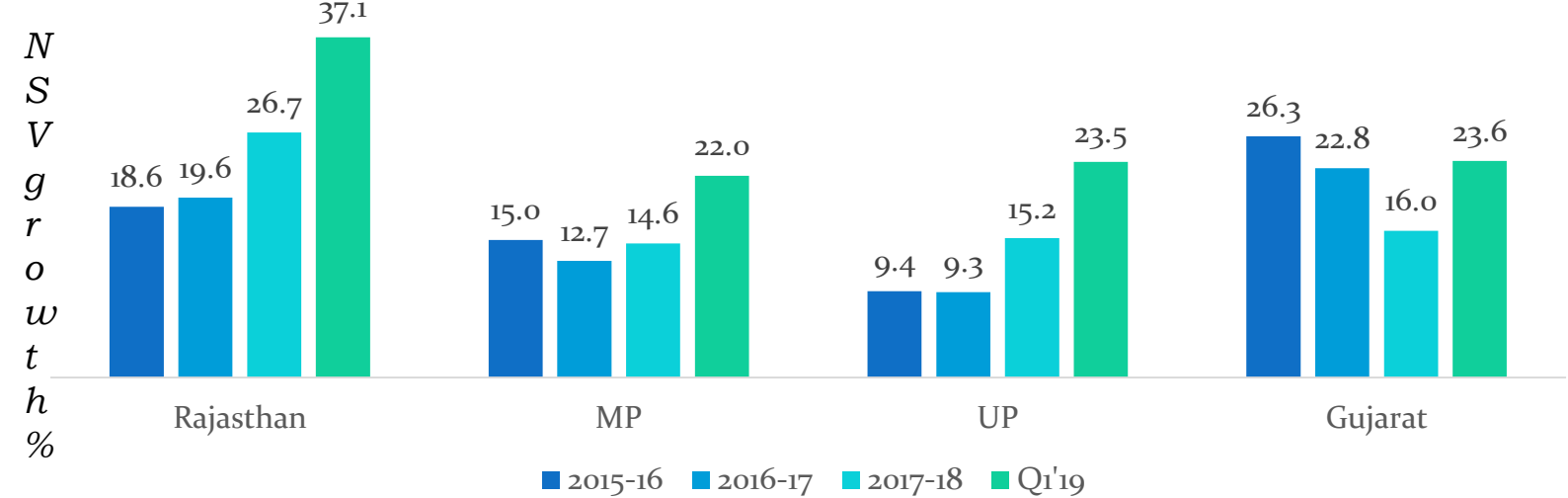
Note: Numbers from PYs have been restated for IND AS and tax adjustments to make it comparable

Topline growth on the back of distribution..

Direct Distribution increase by 3.3 lakh outlets in 15 months

Double digit growth in rural

Hindi belt continue to grow faster..



.. & New launches in Q1

Wonderfulls varinats



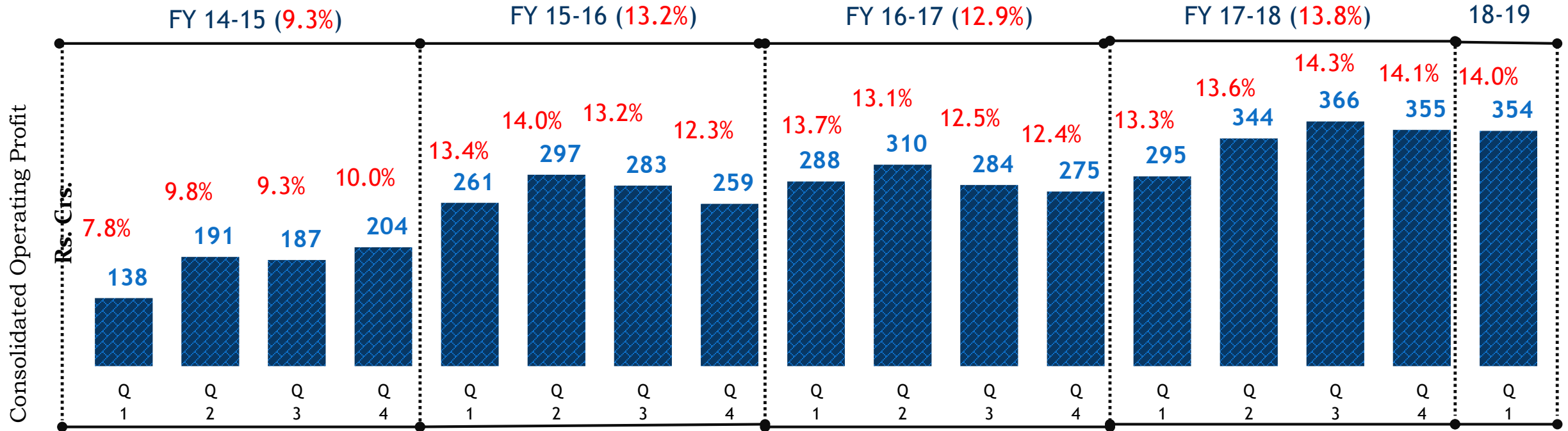
Triple Chocolate Chunkies



Rusk – Relaunch & New Varinat



We have also maintained our profitability

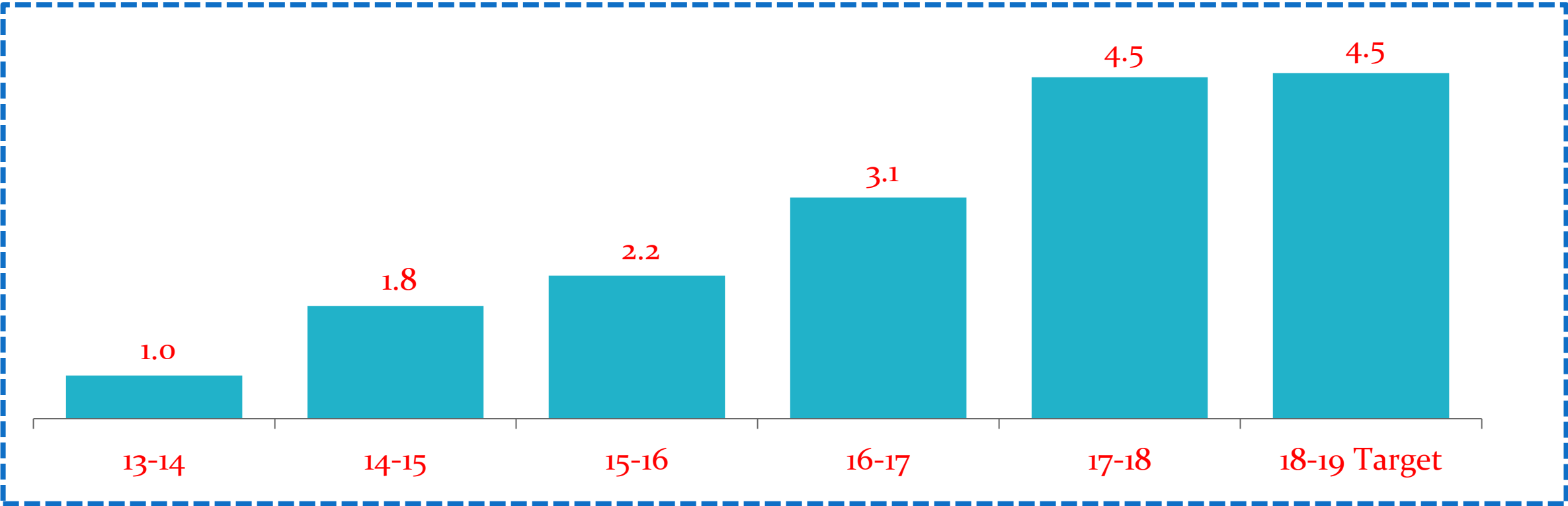


	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Growth%	89%	56%	51%	27%	11%	4%	0%	6%	3%	11%	29%	29%	20%
24 months growth%	121%	113%	104%	76%	109%	62%	52%	35%	13%	16%	29%	37%	23%

Note: Operating Profit % have been restated from 15-16 onwards to make the nos comparable

This is through our Cost efficiency program..

Driving Cost efficiency across the chain.. With a culture across..

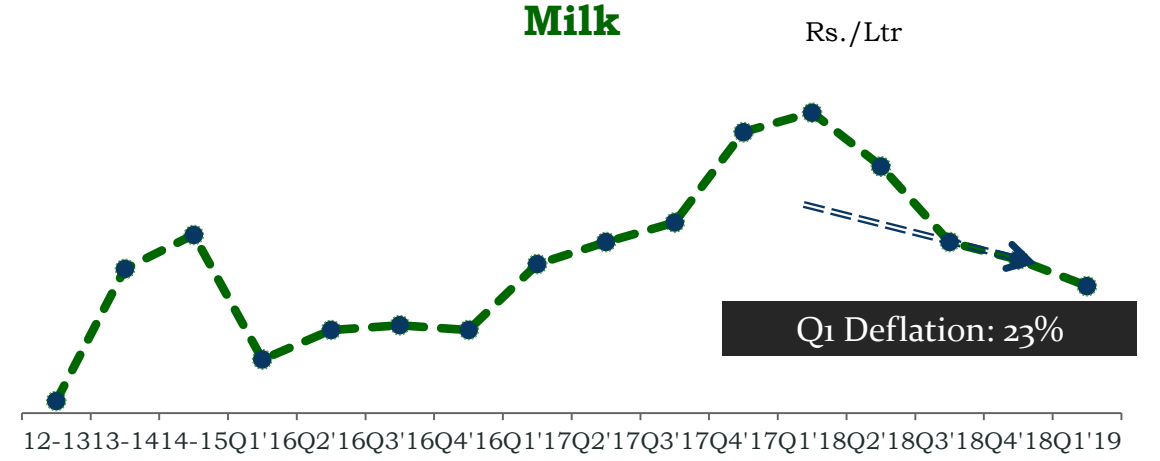
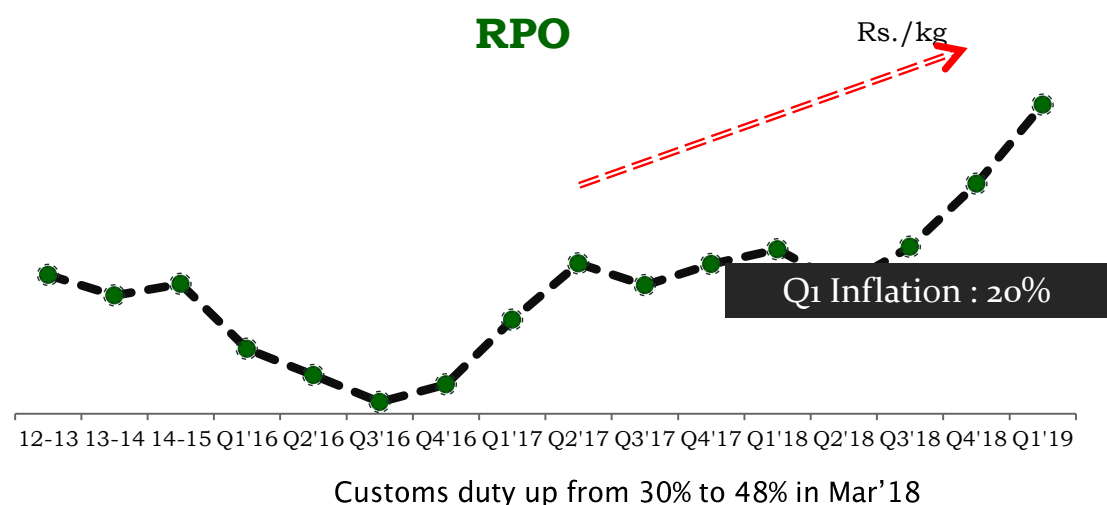
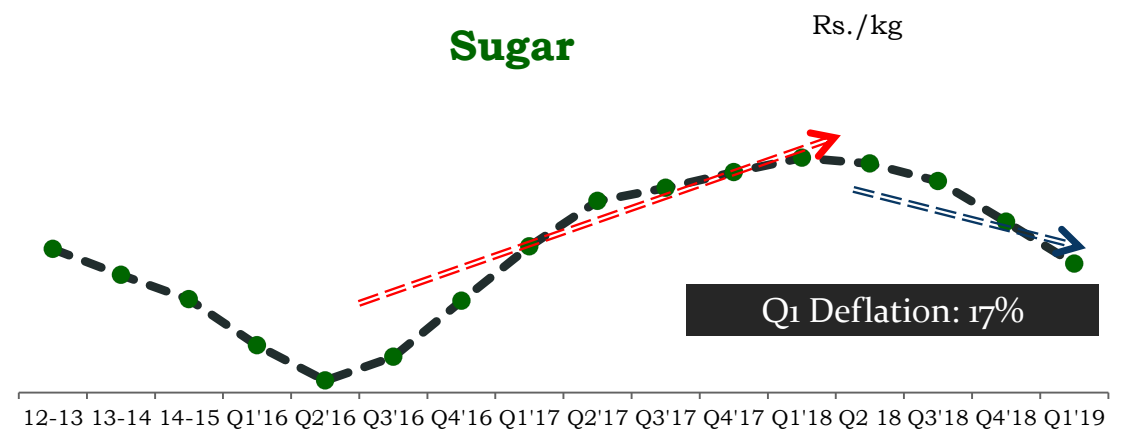
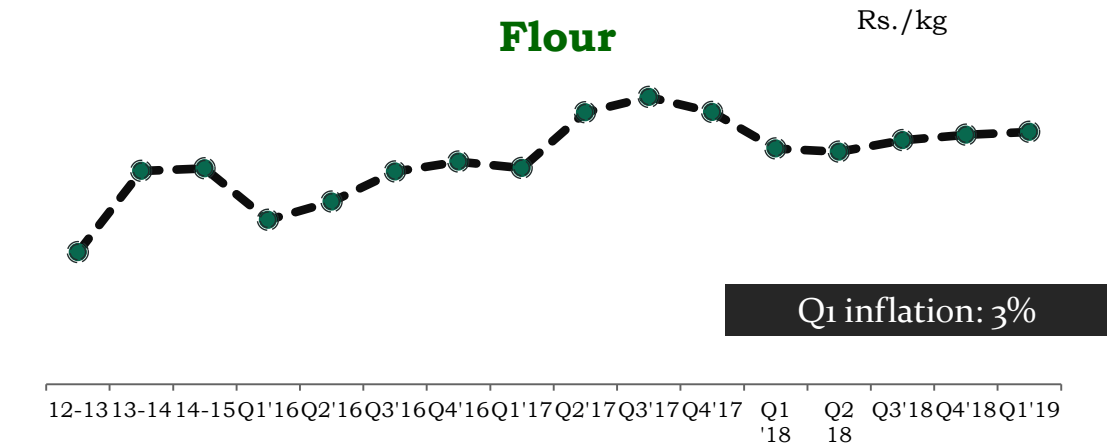


Setting up technological superior factories at Mundra & Guwahati & commercialization of cake line in Ranjangaon

DELIGHTFUL
100
YEARS[^]



Overall commodity costs are flat vs PY



Financials

Key Financial Lines – Consolidated

Rs. Crs.

Particulars (Consolidated)	Q1'18-19	Growth %
Net Sales	2,527	14%*
Profit from Operations	354	20%
Profit Before Tax	393	19%
Profit After Tax	258	20%

Particulars (Consolidated)	12-13	13-14	14-15	15-16	16-17	17-18	18-19 Q1
Profit from Operations%	5.7%	8.0%	9.3%	13.2%	12.9%	13.8%	14.0%
Profit before Tax%	5.8%	8.3%	12.2%	14.7%	14.5%	15.4%	15.6%
Profit after Tax%	4.2%	5.8%	8.9%	9.9%	9.9%	10.2%	10.2%

Note: Profit% have been restated from 15-16 onwards to make the nos comparable