

ABOUT BRITANNIA INDUSTRIES

With over a 100-year legacy and a turnover of over INR 13,000 crore, Britannia Industries is India's largest Bakery Foods Company, also present in many other food categories and with a growing presence across the globe. Cherished by many generations of Indians, Britannia produces India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis, Marie Gold, Little Hearts and others and is present in over half of Indian households. Britannia's portfolio of products expands beyond biscuits and includes dairy, cake, rusk and breads. The company is present in more than 60 countries across North America, Europe, Africa, South East Asia and GCC and is growing at the pace of 1 new geography a year, in terms of local manufacturing operations. Britannia and its flagship brands are routinely voted amongst India's most trusted, valuable, and popular brands in various Consumer and Industry surveys conducted by prestigious organizations like Millward Brown, IMRB and WPP Group, among others. Britannia takes pride in staying true to its vision of 'Eat Healthy, Think Better'. It is India's first Zero Transfat food Company and 47% of its product portfolio is fortified with essential micro-nutrients. Britannia believes that 'Taste & Trust' are its sobriquets and constantly endeavours to make a Billion Indians reach out for a delightful and delicious Britannia product anywhere, anytime!