



24th August, 2016

The Secretary,
BSE Ltd,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

The Manager
National Stock Exchange of India Ltd,
Exchange Plaza, 5th floor,
Plot No.C/1, 'G' Block, Bandra-Kurla Complex,
Bandra (E), Mumbai 400 051

Dear Sir,

**Sub: Clarification on News Article titled "ITC moves court against Britannia for
"Copying" biscuit packaging" dated 24th August, 2016**

Ref: Regulation 30 of SEBI (LODR) Regulations, 2015

With reference to above subject, please find below our reply:

- ITC has filed a Suit against Britannia Industries Limited at Delhi High Court alleging that Britannia is copying the color combination of ITC's "Sun Feast Farmlite Digestive- All Good" Biscuit Packs for its "Nutri Choice Digestive Zero" Biscuit Packs.
- The matter came up for hearing before Delhi High Court on 22nd Aug 2016 and 24th Aug 2016. The next date of hearing is 31st August, 2016. No Injunction (Stay) has been granted as of now.
- As the matter is sub-judice we can't comment anything further on this matter.

Trust the above clarifies.

Thanking You.

Yours faithfully,
For Britannia Industries Limited

Chirag Karia
Asst. Company Secretary