



7th September, 2016

1. The Secretary,
BSE Ltd,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001
2. 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 Sirs,

Sub: Clarification on News Article titled as (i) "Delhi High Court rules in favour of ITC in biscuit packet dispute with Britannia." appearing in Financial Express dated September 06, 2016; (ii) "ITC Wins HC Battle Against Britannia" appearing in The Economic Times dated September 07, 2016.

This is further to our letter dated 24th August, 2016 regarding the captioned matter. Please find below our response to your email on the subject:

- I. Britannia NutriChoice, our flagship brand in the health category of biscuits, was launched in the year 1998 and commands a leadership market share of approximately 70% in the premium health category. The packaging architecture of its various sub segments is very well co-ordinated and backed by strong portfolio packaging rationale and consumer logic.
- II. ITC has filed a case against Britannia at Delhi High Court in which they have claimed/alleged that Britannia's "Nutri Choice Digestive Zero" Biscuit has copied the colour combination of the packaging of ITC's "Sun Feast Farmlite Digestive- All Good" Biscuit.
- III. The packaging architecture for NutriChoice has been built on the brand's own strategy over years and has not been influenced by any other brand.
- IV. As far as the injunction order passed by the Delhi High Court is concerned, we have challenged the injunction order before the Division Bench of Delhi High Court. The next date of hearing is 9th September, 2016.
- V. We have also filed a counter suit against ITC for copying our colour combination in their packaging.
- VI. As the matter is sub-judice, at this juncture we would not like to comment anything further on this matter.

Please take this as compliance under Regulation 30 of SEBI (LODR) Regulations, 2015.

Thanking you,

Yours faithfully,

For Britannia Industries Limited

Rajesh Arora
Company Secretary & Compliance Officer