



21st February, 2017

1. The Secretary
BSE Limited
Phiroze Jeejeebhoy
Towers, Dalal Street
Fort, Mumbai - 400 023

2. The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, G Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

With reference to the newspaper article published in Economic Times titled "Britannia Regains Taste for Tie-ups, May Bake a JV with Greece's Chipita", this is inform you that the Company has signed a non-binding Memorandum of Understanding (MOU) with Chipita, a Greek Company for exploring certain business opportunities.

The Company is in advance stage of discussion with Chipita to finalize definitive agreements inter alia includes Joint Venture Agreement. The Company will inform the stock exchange once the partnership is established and agreements are signed.

Request you to take the above information on records.

Yours faithfully,
For Britannia Industries Limited

RK Arora

Rajesh Arora
Company Secretary