Britannia Industries

Company Description
Britannia Industries Limited is a publicly listed food company that makes predominantly sweet and savory biscuits, a wide range of dairy products, and some oils and fats.

Headquarters: Bengaluru, India
Employees: 1,654
Total revenues*: 99,962.1 mn INR

* Source: Euromonitor

Areas of strength
- Britannia Industries scores the highest on the Corporate Profile among the Indian-based companies assessed due to its relatively good disclosure on nutrition issues. It is one of two Indian companies that committed to engaging with the Access to Nutrition Foundation (ATNF) and provided confidential information to ATNF during the preparation of this Index.
- Britannia Industries scores highest on Category A, Nutrition Governance and Management. Its corporate identity "Eat Healthy, Think Better" is supported by its focus on "healthy, fresh and delicious food" in its product portfolio. Moreover, the company obtained ISO 22000 certification for its food safety management system across all its manufacturing facilities in India. Both its relatively strong performance on Category A and its active engagement are indicative of the company’s willingness to invest in and further develop its activities to address India’s double burden of malnutrition.
- Britannia Industries demonstrates a strong and comprehensive approach to addressing undernutrition in India. The Britannia Nutritional Foundation (BNF) aims to address undernutrition among underprivileged children. It does this by pursuing research and product innovation for Britannia Industries, distributing fortified products to targeted populations, like children, and engaging in community education activities with respect to undernutrition and malnutrition. Through activities of the BNF, Britannia Industries also has a commitment to funding/supporting external organizations that educate undernourished consumers in areas such as fortified food, breastfeeding and micronutrient supplementation.

Areas for improvement
- Despite its relative high rank, Britannia Industries has a below average overall Corporate Profile score (1.6) on the ATN Index 2016 and could improve its performance in several areas.
- Like many of its Indian industry peers, Britannia Industries does not have a Nutrient Profiling System (NPS) and should adopt one to guide its improvement of the nutritional value of its products and development of new healthy products. Britannia Industries discloses that a NPS is under development.
- Britannia Industries ranked fourth on the Product Profile with a score of 3.6 out of 10, and was estimated to derive only around 9% of its 2015 total sales from healthy products, i.e. achieving a rating of 3.5 stars or more on the Health Star Rating system.
- Britannia Industries has a responsible marketing policy that applies only to TV and radio. The company should broaden the scope of its policy to cover all media embracing the principles of the ICC Framework for Responsible Food and Beverage Marketing Communications.
- Britannia Industries does not disclose a formal policy on marketing to children which is an important omission. The company has stated that such a policy is currently under development. Britannia Industries should consider becoming a signatory of the Food and Beverage Alliance of India (FBAI) Pledge.
- There is no evidence that Britannia Industries has a commitment to provide nutritional information on both back- and front-of-pack labels. The company is encouraged to make such a commitment and be more transparent about its labeling commitments.

** The mean HSR is calculated per category and multiplied by the percentage of 2015 sales per category. These figures are totalled and doubled to give a maximum Product Profile score of 10.
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Note
Sustainalytics has produced the scoring and ranking of company performance for the Corporate Profile of the India Access to Nutrition Index. Sustainalytics contributed to the report and company scorecards for the Index, and engaged with food and beverage companies as part of the data collection and analysis process.

The George Institute (TGI) is responsible for the data collection for the Product Profile assessment in India. TGI is also responsible for the analysis of the data related to the Product Profile and the TGI Product Profile final report, the results of which have been incorporated by ATNF into the 2016 India Access to Nutrition report and the scoring of company performance for the same Index.

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