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### Bagrry's: Pledge as part of The Eat Right Movement (TERM)

The food and beverage companies have a vital role to play in helping enable healthier lives. The companies are committed to continuous product improvement and innovation to make available healthier food products.

As part of our endeavour to ensure and provide safe and nutritious food to the consumer to balance their diets, we pledge to continuously work towards evaluating our portfolio and reformulating our products to reduce sugar, fat and sodium, on this day of 10th July 2018.

Bagrry's, with a tagline of 'Let's put Health First™' is a responsible food brand with a strong philosophy of honest health, innovation and nutrition.

For over 25 years, in our capacity as a home-grown food brand, we have tried to innovate with healthy offerings for the Indian consumers such as oats, muesli, bran of cereals, corn flakes plus, Oats for India™ and many more wholesome products. We have also made efforts to educate consumers through events, trade shows and communication and direct outreach on the importance of reading nutritional labels.

We sincerely welcome this 'Eat Right' movement by the FSSAI as a great step forward in improving the nutritional safety of the national and are humbled to be part of it.


Many of our products such as Oats, Oats for India™, Bran of Cereals, Organic Quinoa & Chia amongst others are not just without any added sugar, salt or fat. They are also high in fibre, source of proteins and other essential natural nutrients.

In the Bagrry's breakfast cereal range with Muesli and Corn Flakes plus, we have consciously kept the levels added sugar low or moderate in comparison to the industry norms. Also, we do not add fat to any of our current offerings in the Bagrry's brand and our added salt levels are also very low.

On this day 10<sup>th</sup> July 2018, we at Bagrry's pledge up to a 10% reduction over our current levels\* of added sugar in our Bagrry's product range, wherever applicable (as many of our products do not have any added sugar, salt or fat) in the Bagrry's brand by 2021 and most importantly we remain committed to making efforts in improving the nutrition of the nation.

As per 2017 levels\*

For Bagrrys India Limited  
Aditya Bagri

  
Director