



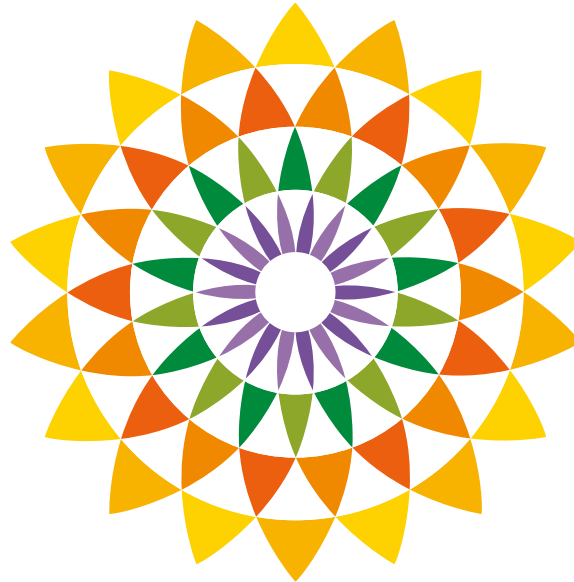
**Enduring Value**

**BUILDING WORLD-CLASS  
INDIAN BRANDS**



ITC: CREATING ENDURING VALUE FOR INDIA





# ITC: Creating Enduring Value for India

As a Company deeply rooted in India's soil, ITC is inspired by its vision to serve larger national priorities. ITC's pursuit of global competitiveness in economic value creation, whilst simultaneously creating larger societal value, spurred innovation in business models to synergise the building of economic, ecological and social capital as a unified strategy. This commitment to create enduring value for its stakeholders and the nation is manifest in its credo of 'Putting India First' – an abiding philosophy that seeks to put Country before Corporation and the Institution before the Individual.

## Creating Multiple Drivers of Growth: Leveraging Enterprise Strengths

Over the years, ITC's multiple drivers of growth have been carefully crafted to match internal competencies with the emerging opportunities of a growing Indian market. A robust portfolio of businesses leverage ITC's unique enterprise strengths in terms of its deep consumer insight,

intimate rural linkages, superior agri-sourcing, cutting-edge Research & Development, world-class manufacturing, brand building skills, culinary insights of ITC Hotel's master chefs, innovative consumer packaging, focus on digital technologies and an extensive trade marketing, distribution and logistics network. These unique enterprise strengths enable ITC to create multiple drivers of growth across all the three sectors – agriculture, manufacturing and services, whilst making a significant and holistic contribution to society, environment and the economy.

## Contribution to the Exchequer

ITC is amongst the top three corporates in the private sector in terms of Contribution to the Exchequer. Over the last five years, the Value-Added by ITC, i.e. the value created by the economic activities of the Company and its employees, aggregated over ₹2,00,000 crores, of which nearly ₹1,50,000 crores accrued to the Exchequer. Including the share of dividends paid and retained-earnings attributable to

government-owned institutions, ITC's contribution to the Central and State Governments represents about 80% of its Value-Added during the year. Since 1996, ITC's Total Shareholder Returns, measured in terms of increase in market capitalisation and dividends, grew rapidly at a compound rate of 22.4% per annum, placing the Company amongst the foremost in the country in terms of efficiency of servicing financial capital.

### Creating World-Class Indian Brands

It is ITC's belief that tomorrow's world will belong to those who create, own and nurture intellectual capital for the country. Successful brands and trademarks, which represent such intellectual capital, are a badge of honour for the country they belong to. ITC's world-class Indian brands anchor competitive and inclusive value chains that create, capture and retain larger value within the country as opposed to brands owned overseas that rely on global supply chains besides necessitating payments in the form of royalties, etc. ITC has built 25 world-class mother brands within a short span of time. ITC's new FMCG brands currently represent nearly ₹16,000 crores in terms of annualised consumer spend, and several of the Company's brands have assumed market leadership in a short period of time.

### Creating Value for Indian Consumers

ITC is committed to delivering superior and differentiated products that create value for the Indian consumer. Some of the differentiated products include ITC Master Chef Super Safe spices that are tested for over 470 pesticide residues and the ITC Master Chef Super Safe prawns that are Individually Quick Frozen and undergo over 240 tests to conform to the best international standards offering consumers and future generations a safer and better product. ITC's differentiated products focused on health and wellness include the Aashirvaad Sugar Release Control Atta – a low Glycaemic Index atta, Sunfeast Farmlite biscuits, Farmland Naturally Low Sugar potatoes, among others.

### Building World-Class Assets for India

ITC's commitment to create enduring value for India is also manifest in its investments in the development of world-class manufacturing and hospitality assets. These investments that contribute to the Company's competitiveness and in building assets to serve the nation are in the form of state-of-the-art manufacturing facilities, iconic luxury hotels, logistics hubs and the globally benchmarked Life Sciences and Technology Centre. Contributing to the Make in India vision, ITC is investing in creating 20 Integrated Consumer Goods Manufacturing & Logistics facilities for its FMCG businesses, which promise to lend significant competitive edge to ITC's businesses in the future. An investment outlay of ₹25,000 crore has been envisaged to support the Company's projects in manufacturing, hospitality, distribution and agri-backend. Several of these projects are already on stream. Commercial production commenced this year at ITC's integrated facilities in Uluberia and Panchla in West Bengal, Guwahati in Assam and Kapurthala in Punjab.

### Building a Sustainable Future for all Stakeholders

ITC's quest is to attain extreme competitiveness in each of its businesses, whilst at the same time ensuring the replenishment of environmental resources and creation of large-scale sustainable livelihoods. Today, ITC's businesses create sustainable livelihoods for over 60 lakh people, many of whom represent the weakest in the society. The philosophy of 'Responsible Competitiveness' makes ITC the only company in the world to attain the global environmental distinction of being carbon positive, water positive and solid waste recycling positive for over a decade. Over 43% of the total energy requirement of the Company is met from renewable sources, a testimony to its commitment to a low carbon growth path. ITC's sustainability initiatives and social investments programmes, such as the celebrated e-Choupal, Social & Farm Forestry, Watershed Development, Animal Husbandry, Women Empowerment, Vocational Training, Primary Education,

Health and Sanitation and Solid Waste Management have had a transformational impact on rural India. Many of ITC's social investment interventions are aligned to the United Nation's Sustainable Development Goals. In the field of waste management, ITC has spearheaded a 360-degree solutions framework, which includes packaging optimisation, resource conservation, over 99% of waste generated in operations being recycled, enabling source segregation of municipal solid waste, facilitating collection, re-use and re-cycling, thereby moving towards a circular economy. Over the next decade, ITC pledges to ensure that, going beyond Extended Producer Responsibility requirements, the Company will deploy superior solutions so that 100% of all packaging of the Company will be recyclable, reusable or compostable.

### Creating an Exemplary National Enterprise

ITC's super-ordinate vision to create enduring value for the nation is today manifest in the foundation of multiple drivers of growth across businesses of tomorrow, which have achieved significant market standing and leadership. Today, ITC is the leading FMCG marketer in India, a pre-eminent hotel chain and a globally acclaimed icon in green hoteliering, the clear market leader in the Indian Paperboard and Packaging industry, a pioneering trailblazer in farmer and rural empowerment through its Agri Business and a global exemplar in sustainable business practices. This transformation of the Company has also enabled ITC to be a growing and significant contributor to the national economy. In the coming years, ITC's world-class manufacturing facilities will expand the nation's industrial capital, whilst the Company's iconic hotel properties will contribute to the country's tourism landscape. ITC's investments and multipronged initiatives in supporting agricultural and rural development will further contribute to doubling of farmers' income. ITC's commitment towards a paradigm of growth that is sustainable and inclusive will continue to shape a better and secure future for its stakeholders and the nation.



# ITC's Businesses

Spanning all three sectors of the economy  
– Agriculture, Manufacturing and Services

## FMCG Businesses



- India's leading FMCG marketer
- ITC Foods is the 3rd largest in India

## Hotels



ITC Kohenur, Hyderabad

- One of India's fastest growing hospitality chains
- ITC's super premium luxury hotels are LEED Platinum-certified

## Agri Business



- Pioneer in rural transformation through ITC e-Choupal
- Largest private sector procurer of wheat in India

## Paperboards & Packaging



- Clear market leader in the segment
- Most environment friendly pulp mill in India

## Information Technology

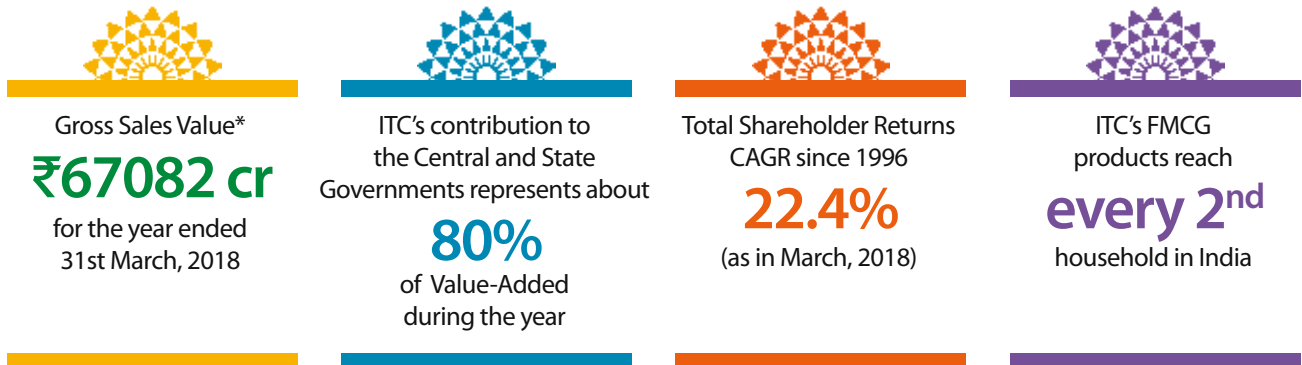


- Digital full services global player
- 9 development centres

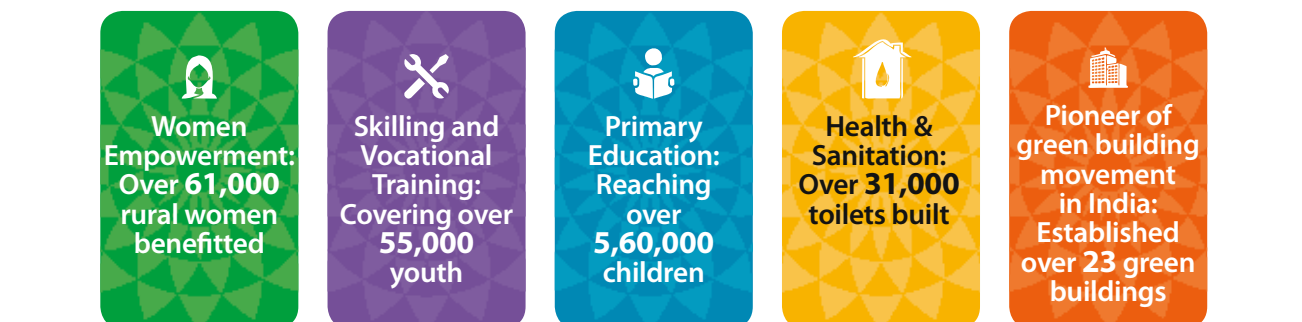
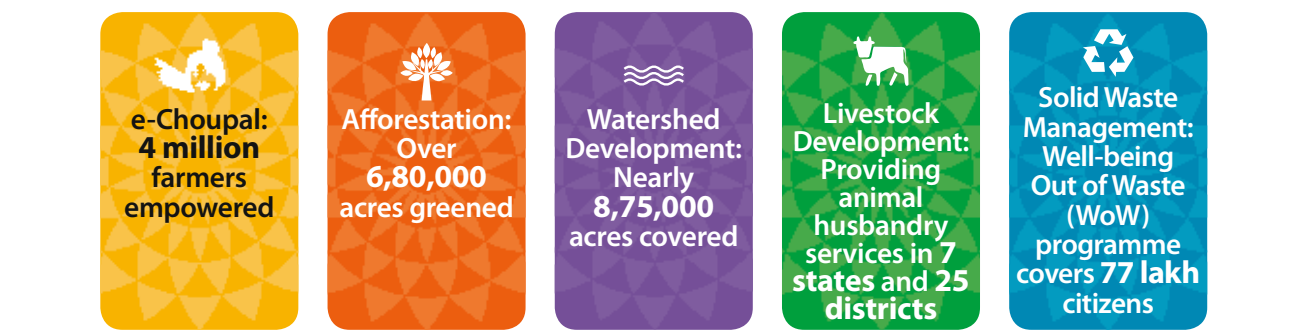
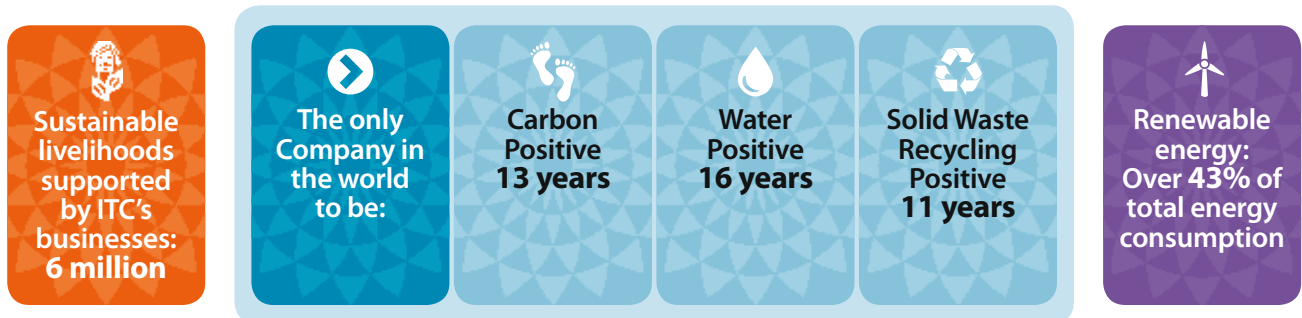




# IITC: An Exemplar in Triple Bottom Line Performance



\*Gross Sales Value (net of rebates) includes all taxes (GST, Compensation Cess, VAT, Excise Duty, NCCD, etc.)





# ITC's World Class Indian Brands

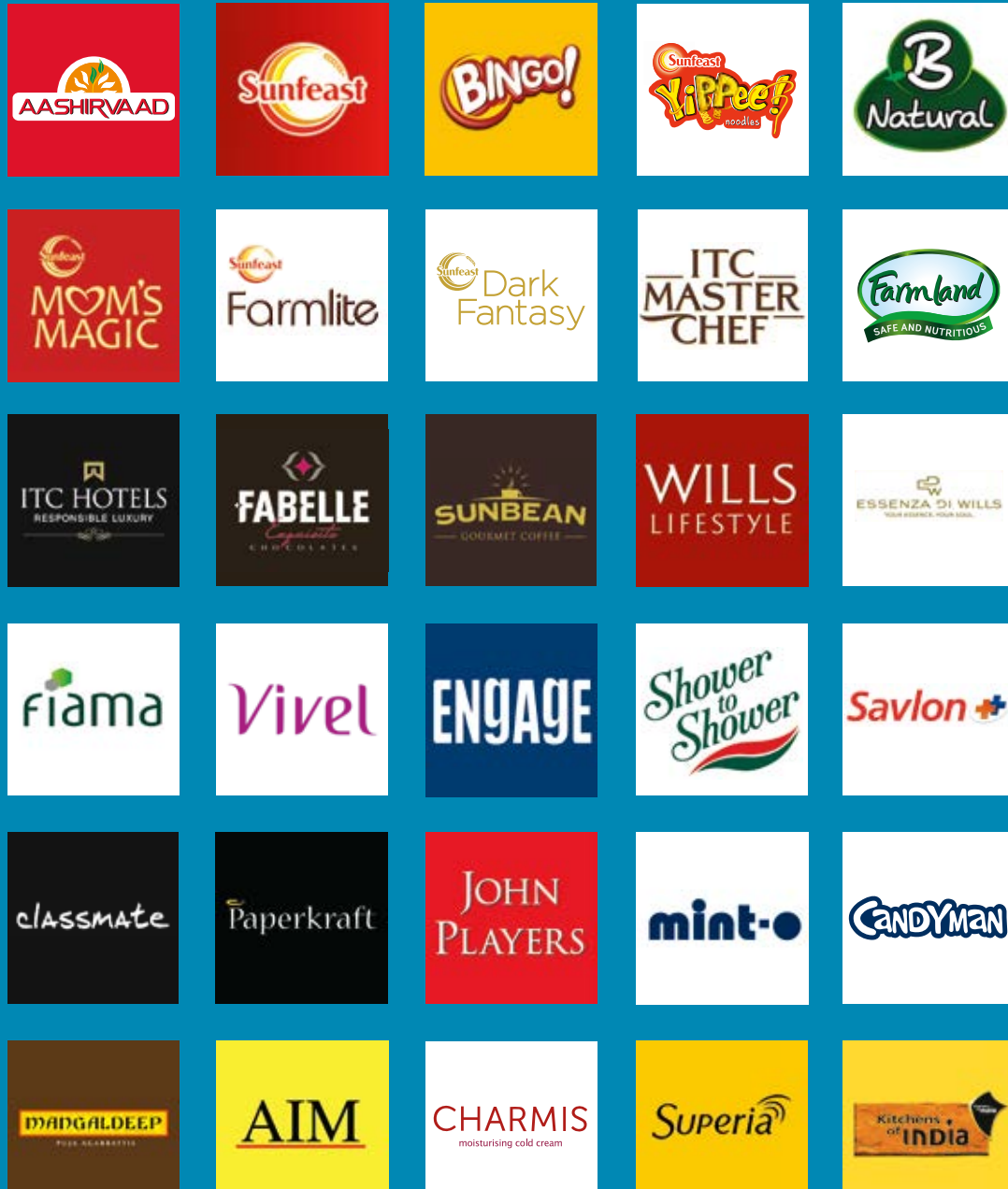
Within a relatively short span of time, ITC has built 25 mother brands, many of which are market leaders in their segments. This vibrant portfolio of brands represents an annual consumer spend of nearly ₹16,000 crore today.

Today, ITC's FMCG products reach every second household in India. In terms of annual consumer spend, Aashirvaad is today over ₹4000 crores; Sunfeast over ₹3500 crores; Bingo! over ₹2000 crores; Classmate & YiPPee! are over ₹1000 crores each and Vivel, Mangaldeep & Candyman are over ₹500 crores each. These world-class Indian brands support the competitiveness of domestic value chains of which they are a part, ensuring the creation and retention of value within the country.

ITC's FMCG brands have achieved impressive market standing in a relatively short span of time. Today, many of ITC's products have assumed market leadership – Aashirvaad is No. 1 in Branded Atta, Sunfeast is No. 1 in Premium Cream Biscuits, Bingo! is No. 1 in the Bridges segment of Snack Foods, Classmate is No. 1 in Notebooks. Other ITC brands are also gaining significant consumer franchise – YiPPee! is No. 2 in Noodles, Engage is No. 2 in Deodorants and Mangaldeep is No. 2 in Agarbattis and No. 1 in the Dhoop segment.



# ITC's World Class Indian Brands

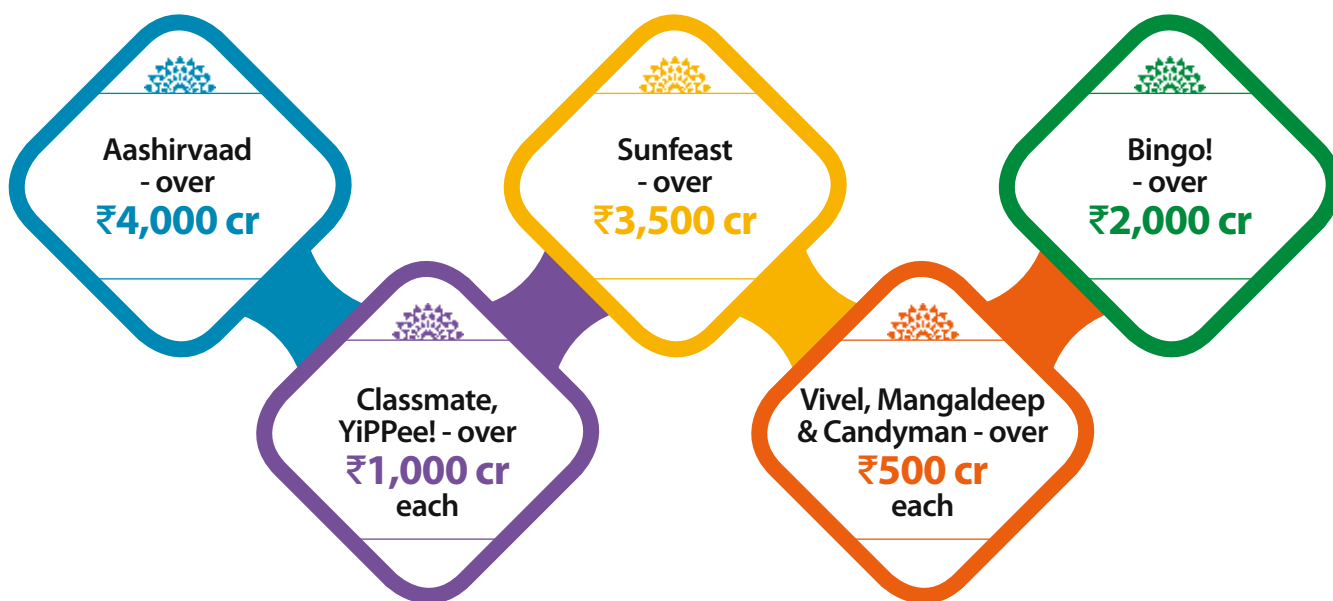




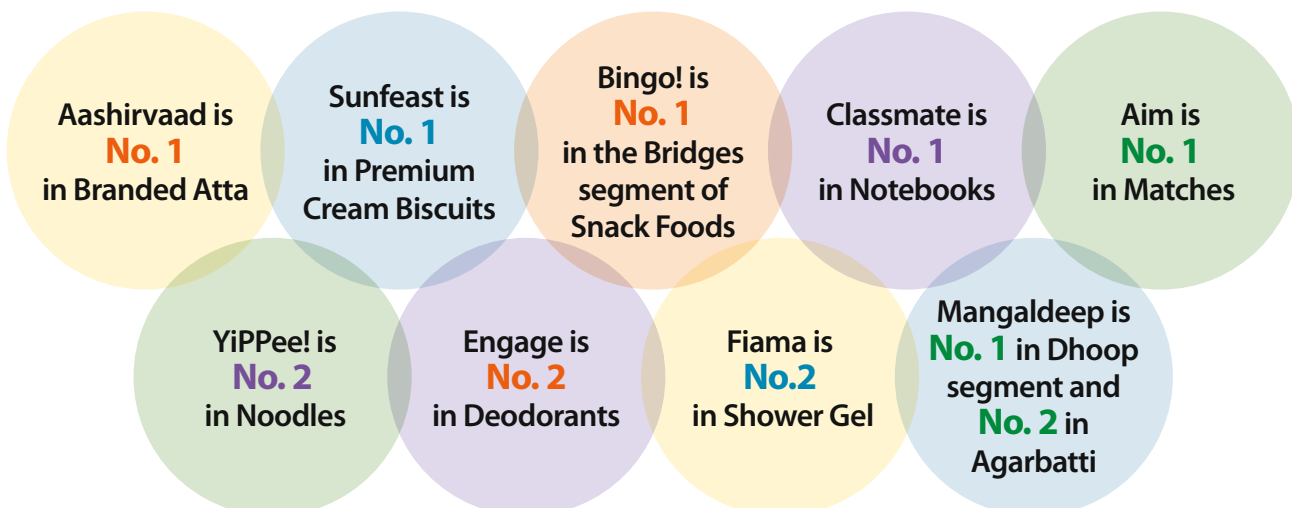
# ITC's World Class Indian Brands



## Consumer Spend



## Brand Leadership





# Branded Packaged Foods



Atta, Ghee, Salt, Spices  
& Instant Mixes

Aashirvaad is  
India's No. 1 in  
Branded Atta with an  
annualised consumer  
spend of over  
₹4,000 Crores



Biscuits, Cookies  
& Cakes

Among Top 3  
Biscuit Brands  
No. 1 in  
Premium Cream  
Biscuits



## Branded Packaged Foods



Potato Chips &  
Finger Snacks

No.1 in Bridges  
segment of  
Snack Foods



Instant Noodles &  
Pasta

YIPPEE! is  
No. 2  
Instant Noodles  
brand in India



Juices &  
Beverages

All of  
B Natural  
variants today,  
are made from  
fruit pulp or juice  
and are not from  
concentrates



## Branded Packaged Foods

ITC  
MASTER  
CHEF

Blended Spices

Super Safe  
spices tested for  
470+ pesticide  
residues



ITC  
MASTER  
CHEF

Frozen Prawns

Individually  
quick frozen  
technique ensures  
ITC's prawns are  
'Fresher than  
fresh'



## Foray into Fruits and Vegetables

ITC  
MASTER  
CHEF

Dehydrated Onions

Made from  
select high  
quality Red  
Onions without  
added colour or  
preservatives



Farmland  
SAFE AND NUTRITIOUS

Potatoes, Apples

Farmland,  
ITC's new brand  
of fresh, safe &  
nutritious  
fruits and  
vegetables





## Branded Packaged Foods



Luxury Chocolates

World-class luxury chocolate for the Indian connoisseur



Gourmet Coffee

Exquisite fusion blends that bring together some of India's best and the world's finest coffees



Ready to Eat Gourmet Cuisine, Daily Treat Masala Mixes, Chutneys & Conserves

Rich heritage of authentic Indian Cuisine



Candies, Toffees, Mints, Gums

ITC's range of confectioneries delights consumers of all ages





# Personal Care Products

  
**ESSENZA DI WILLS**  
YOUR ESSENCE. YOUR SOUL.

Fine Fragrances, Deodorants, Hair  
and Body Shampoos & Bathing Bars

Sublimely  
crafted to  
encapsulate the  
very essence of  
fine living



**No. 2 in  
Shower Gel**  
Joy of bathing  
with a range  
designed for  
instant mood  
upliftment

Shower Gels, Bathing  
Bars & Bath Essentials





**ENGAGE**

Eau de Parfum, Perfume  
Sprays, Pocket Perfumes,  
Deodorants and Colognes

**No. 2 in  
Deodorants**  
Innovative  
first-to-market  
format – Engage  
On Pocket  
Perfume



# Personal Care Products

**Vivel**

Soaps,  
Body Wash

Vivel is  
already a ₹500  
Crore brand in  
terms of annualised  
consumer  
spend



**Savlon**

Antiseptic  
Liquid, Soaps  
& Handwashes

For over  
50 years,  
Savlon has kept  
Indians protected  
against germs



**Shower  
to  
Shower**

Ayurvedic Prickly  
Heat Powder

Preferred choice  
in the prickly heat  
segment



**CHARMIS**

Moisturising  
Cold Cream

Enriched with  
the nourishing  
goodness of  
vitamin A, C  
and E



# Education & Stationery Products

**classmate**

BE BETTER THAN YOURSELF

Notebooks, Pens, Pencils,  
Art Stationery, Geometry  
Boxes & Scholastic Products

No. 1  
notebook  
brand in India  
with a deep-rooted  
commitment to the  
environment



Premium Notebooks  
and Notepads

**Paperkraft**



Aesthetically  
designed  
with a positive  
environmental  
footprint

# Agarbatti



Mangaldeep is  
the 2nd largest  
Agarbatti Brand



# Safety Matches

Number 1 in  
Safety Matches





# Lifestyle Retailing

 **WILLS LIFESTYLE**

Formal Wear, Casual Wear,  
Evening Wear & Designer Wear

Presents a  
**complete fashion  
wardrobe**



**BE YOUNIQUE**  
**JOHN PLAYERS**

Casuals, Denims,  
Formals & Accessories

Stands for fun,  
**freedom and  
friendship**







# ITC's Brands: Empowering Value Chains

A conscious strategy to drive the competitiveness of value chains linked to its businesses enables ITC to make a more enduring contribution to national economic development. ITC's winning brands drive synergies to make these value chains sustainable and inclusive. At the same time, by nurturing and strengthening these value chains, ITC adds a unique source of competitive strength to its brands. These value chains contribute to farmer empowerment and enrich the rural ecosystem.

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## ITC's Farm-to-Fork Value Chain

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ITC's agri value chain provides a unique competitive edge to the Company's Foods Business by sourcing identity-preserved high-quality agricultural raw material that enables manufacturing of world-class food brands with consumer-preferred value traits. This is manifest in brands like Aashirvaad Atta, Aashirvaad Spices, Bingo! chips, ITC Master Chef Super Safe Spices and B Natural juices that source wheat, chillies, turmeric, coriander, potato, fruits, among others, from the farmer.







## ITC's Paper Value Chain

ITC's large-scale Afforestation Programme provides sustainable livelihoods to marginal and tribal households along with a commercially viable land use option. These renewable plantations contribute to the carbon sequestration and soil conservation objectives of the country and enable ITC to offer the greenest paper and paperboards products manifest in stationery brands such as Classmate and Paperkraft, whilst creating largescale livelihoods. These plantations also provide a competitive source of wood pulp to ITC's Paperboards and Specialty Papers Business. ITC has also developed a unique agro-forestry model, which enables marginal households to convert their low productivity lands into pulpwood plantations, while at the same time helping derisk the farmer through additional production of crops within the same land area.







# ITC's Brands: Innovating for India



ITC's strong portfolio of world-class brands and products is supported by cutting-edge research and development executed by the globally benchmarked, state-of-the-art ITC Life Sciences and Technology Centre (LSTC) in Bengaluru. This Centre is working on game-changing R&D driving science-led product innovation with a world-class team of over 350 highly qualified scientists. In a short span of time over 750 patent

applications have been filed from the Centre. The focus is on designing differentiated and superior solutions that address the unique needs of the Indian consumer.

ITC has been a forerunner in introducing first-in-the market innovative products for Indian consumers. A slew of innovative and superior products is already in the market and there is a continuous pipeline of such products that are

being readied for launch. Some of the innovative first to the market products launched by ITC include the Aashirvaad Sugar Release Control Atta – a low Glycaemic Index atta, Sunfeast Farmlite Active Protein Power biscuits made from roasted bengal gram, Farmland potatoes with Natural Antioxidants and the Farmland Naturally Low Sugar potatoes, pocket perfume range Engage On, among others.



# ITC: Investing in World Class Infrastructure



ITC is investing in 20 modern state-of-the-art Integrated Consumer Goods Manufacturing and Logistics facilities across the length and breadth of the country to enable its FMCG Businesses to rapidly scale up, supporting the nation's Make in India mission. Creation of such world-class physical infrastructure for the future would enable ITC to constantly craft and deliver best-in-class products and provide ITC's brands a competitive

edge in terms of scale, freshness and close-to-market distribution. Such facilities, which include state-of-the-art food processing units, will further strengthen ITC's leadership across the farm-to-fork value chain, enhance cost efficiency whilst enabling greater value realisation to the farmer, and reducing India's agri wastages. Commercial production has already commenced at ITC's integrated facilities in Uluberia and Panchla in

West Bengal, Guwahati in Assam and Kapurthala in Punjab. Consumer Goods facilities in Trichi, Medak and Ambarnath are in advanced stages of development.





# ITC's Brands: Creating Sustainable Livelihoods through a Robust Distribution Network



Leveraging its unmatched distribution infrastructure, ITC has enhanced the market standing and consumer franchise of all its brands. Continued focus on supply chain improvements both in the traditional and modern trade arena enhances accessibility of ITC's large portfolio of products.

ITC's formidable distribution network covers over 1 lakh markets and

over 6 million retail outlets directly and indirectly across various trade channels. This enhances the reach and availability of ITC's large and diverse FMCG product portfolio comprising many brands and hundreds of stock keeping units. This extensive network provides significant sustainable livelihoods across the distribution value chain.





# ITC: Transforming Lives and Landscapes



## ITC e-Choupal

- Empowering 4 million farmers



## Afforestation Programme

- Greening more than 6,80,000 acres



## Watershed Development Programme

- Providing Soil & Moisture conservation to nearly 8,75,000 acres of drylands



## Livestock Development Initiative

- Providing animal husbandry services in seven States and 25 Districts



## Women Empowerment Initiative

- Creating over 61,000 sustainable livelihoods for women



## Primary Education Initiative

- Benefitting nearly 5,60,000 children



## Skilling & Vocational Training Initiative

- More than 55,000 youth trained



## Health & Sanitation Programme

- Over 31,000 low-cost sanitary units constructed



## Renewable Energy

- Over 43% of energy consumption at ITC is from renewable sources



## Responsible Luxury

- ITC Hotels: Trailblazer in Responsible Luxury
- All ITC's Premium Luxury Hotels are LEED® Platinum Certified



## Promoting Sustainable Agricultural Practices

- Increasing farm productivity and farmer incomes
- Covering 4,15,000 acres



## Solid Waste Management Initiative

- Well-being Out of Waste programme covers 77,00,000 citizens

**ITC is the only enterprise in the world of comparable dimensions to be Carbon Positive, Water Positive and Solid Waste Recycling Positive.**

**ITC's businesses and value chains support around 6 million sustainable livelihoods.**



Enduring Value



## ITC'S World-Class Indian Brands



[www.itcportal.com](http://www.itcportal.com)