



Enduring Value

ITC: Building World-Class Indian Brands





FMCG • HOTELS • PAPERBOARDS & PACKAGING • AGRI BUSINESS • INFORMATION TECHNOLOGY

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Building World-Class Brands for India



“Tomorrow’s world will belong to those who create, own and nurture intellectual capital. Such ownership of intellectual property, manifest in brands, provides a superior basis for sustaining competitive advantage over the long run. World-class brands lend a huge intangible value to products and services, enabling them to command a premium and loyalty from consumers. When a country’s institutions build world-class brands, they enrich its economy. Successful brands are not only a perpetual source of value-creation but also a badge of honour for the country of their origin. The mission to create world-class brands in India must, therefore, assume a fervor of a national movement. Such world-class Indian brands will help create, capture and retain larger value for the economy. ITC takes justifiable pride in creating world-class Indian brands that have demonstrated immense vitality in the global Indian marketplace.”

Y C Deveshwar
Chairman, ITC Limited

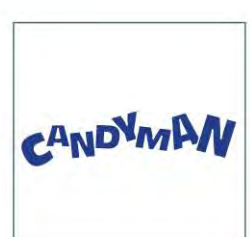
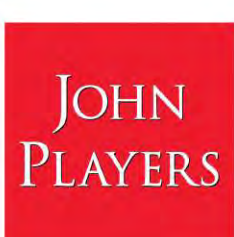
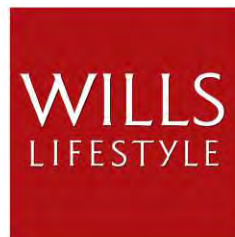


ITC's Brands: Powering Economic Growth

Winning brands are the badge of a country's economic competitiveness. Brands capture value for the nation in numerous ways – creating intellectual capital, boosting R&D and innovation, creating large-scale livelihoods by empowering value chains, investing in physical infrastructure and expanding markets.

Today, ITC is proud to have crafted a vibrant portfolio of around 25 mother brands that encompass diverse businesses – branded packaged foods, personal care, lifestyle retailing, education & stationery products, incense sticks and safety matches, as well as hotels. Built organically over the past decade or so, each of ITC's brands has garnered significant standing in the global Indian marketplace. Together these energetic and popular brands currently represent an annual consumer spend of over Rs.12,000 crores. Delighting millions of households, supporting and sustaining around 6 million livelihoods across India, ITC's world-class brands support the competitiveness of domestic value chains of which they are a part, ensuring creation and retention of larger value within the country.

Along with dynamic fast moving consumer goods brands, in the services sector space, ITC's hotels business has built powerful hospitality brands – ITC Hotels, WelcomHotel, Fortune and WelcomHeritage – whose high quality offerings contribute to the country's tourism and livelihood creation. Pioneers in the concept of branded cuisine in India, the globally acclaimed restaurant brands of ITC's hotel's business include Bukhara, Dum Pukht and Dakshin. The business has also set new benchmarks in wellness with its Kaya Kalp Spa brand that offers a new dimension in luxury and an enriching experience. ITC Hotels, with its credo of "Responsible Luxury", stands apart not only for its exquisite signature properties, cuisine and service excellence but also for being the greenest luxury hotel chain in the world.



Branded Packaged Foods

Focusing on health and wellness, winning consumer preference in fast growing consumption categories, supporting year-round productivity for millions of farmers



Atta, Ready Meals, Salt, Spices, Instant Mixes

Commanding an annual consumer spend of over Rs.3,000 crores, brand Aashirvaad cuts across a range of product categories. With Aashirvaad atta having garnered the No. 1 slot in the country's branded atta market, its salt, spices, instant mixes and ready meals are fast moving towards becoming the 'most trusted food products provider' to Indian households. Offering nothing but the best – from carefully hand-picked ingredients to state-of-the-art processing units benchmarked to the highest international standards – the focus in all Aashirvaad products is on maximising nutrition, health and wellness with robust flavour.



Aashirvaad Sugar Release Control Atta

ITC's recently launched Aashirvaad Sugar Release Control Atta is a first-of-its-kind atta. With a lower Glycaemic Index (GI) and a unique natural grain mix consisting of a blend of whole wheat and pulse/legume flours, it lets you enjoy tasty rotis while lowering the rate of increase in blood sugar post meals – adding a whole new dimension in the health and wellness space.



Pure Cow Ghee

ITC's maiden offering in the dairy segment, Aashirvaad Svasti – Pure Cow Ghee assures impeccable taste and consistent quality. Manufactured at ITC's state-of-the-art dairy processing plant, Aashirvaad Svasti uses a special 'SloCook' process that enhances its natural aroma, giving it a distinctive flavour profile and a rich granular texture.



Branded Packaged Foods



Premium Cookies, Biscuits, Cakes

Encompassing all segments of the biscuits category, Sunfeast is today a Rs.2,500+ crore brand in terms of annual consumer spends with market leadership in the Creams segment. Available in exciting and innovative formats, the wholesome and flavourful Sunfeast range of biscuits, cookies and cakes ensures mouth-watering goodness in every bite.

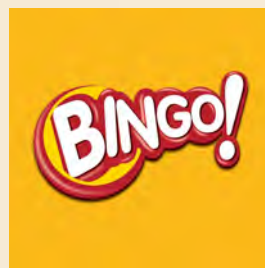


Sunfeast Farmlite Digestive

Bringing a whole new facet to healthy snacking – Sunfeast Farmlite Digestive is the only one in its category that is made with whole wheat flour and contains no maida, added sugar or artificial sweeteners – making it the only 'real' digestive biscuit in India.



Branded Packaged Foods



Potato Chips,
Indian Finger Snacks

Crossing Rs. 1,000 crores in annual consumer spends, Bingo! has taken the salted snacks segment by storm. Offering multiple variants of potato chips and finger snacks, Bingo! fulfils the Indian consumer's need for variety and novelty with exciting formats and irresistible combinations of flavours.





Instant Noodles, Instant Pasta

Sunfeast YiPee! – No. 2 in India's instant noodles market and the country's 6th most penetrated brand – continues to wow consumers across the country. Available in 3 flavours, its unique round block and long, slurpy and non-sticky noodles have created consumer delight.

Sunfeast Pasta Treat – a whole wheat based instant pasta available in 4 scrumptious flavours – offers consumers a nutritious snacking option. A first to market differentiated premium offering, Sunfeast YiPee! Tricolor Pasta comes in 2 exciting flavours.



Branded Packaged Foods



Ready-to-eat
Gourmet Cuisine,
Masala Mixes,
Chutneys, Conserves

A leader in the premium ready-to-eat packaged foods market, Kitchens of India offers authentic gourmet Indian dishes from across the country, crafted by the master chefs of ITC Hotels.

Consumers can recreate an exclusive fine-dining experience in their own homes with this delectable range of vegetarian and non-vegetarian ready-to-eat dishes, masala mixes, chutneys and conserves. The entire range is made with 100% natural ingredients and is free of preservatives.



Premium Blended Spices

The ITC Master Chef range of premium blended spices offers meticulously crafted spice mixes so that home cooks can make traditional dishes with perfect authentic flavours, quickly, conveniently, every time. Customised to regional tastes and preferences, these spice blends are the outcome of intensive research into local specialities by the master chefs of ITC Hotels, their culinary expertise and the robust sourcing and processing capability of the Company's agri business.





Juices

Marking ITC's entry into the juices category, B Natural juices live up to their promise – no added preservatives, artificial colours or flavours but loaded with the goodness of fruit. Luscious and thick, B Natural is available in 9 refreshingly delicious variants, bringing consumers a taste that is as close to the real thing as possible.



Confectionery

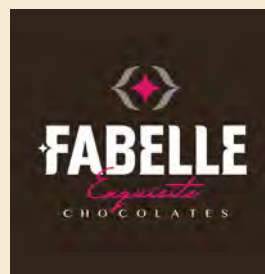
A lip-smacking range of toffees, candies and mints in a wide variety of formats, variants and flavours which continue to delight consumers of all ages. GumOn – the most recent addition to ITC's confectionery range – marks its foray into the gums segment and is available in 2 popular flavours.



Dairy Whitener

Launched in 2016, Sunfresh Dairy Whitener is ITC's second offering in its dairy portfolio. Manufactured at ITC's state-of-the-art facility using an optimised blend of farm fresh milk and other ingredients, the superior '3-stage drying' process results in a powder that retains the natural goodness and creamy richness of milk. Sunfresh Dairy Whitener is available in convenient sachet and quad packs to suit the needs of all consumers.

Branded Packaged Foods : New Category Launches



Luxury Chocolates

ITC's premier offering in the luxury chocolate space, Fabelle handcrafted chocolates combine the highest quality single origin cocoas with the choicest ingredients from across the world to deliver the most exquisite chocolate experiences. Crafted with inputs from some of the world's most renowned experts and with a decade of intensive research and trials, the range currently presents Fabelle Elements – intricately crafted pralines inspired by the elements of nature, Fabelle Ganache – velvety soft cubes of exotic cocoas delicately churned with butter and fresh cream, and Fabelle As You Like It – personalised chocolate cup creations offering myriad possibilities of fillings and toppings.



Gourmet Coffee

Heralding ITC's entry into the luxury coffee segment, Sunbean Gourmet Coffee, brings together India's best and the world's finest bean varietals to deliver an unparalleled experience to coffee connoisseurs. Available in 2 distinct luxury blends – “Nicamalai”, a fruity-sweet aromatic blend of choicest beans from Nicaragua and Anamalai, and “Panagiri”, an intensely fragrant blend of carefully selected Panamanian varietals and Arabicas from the Baba Budangiri Hills with a roasted nutty taste and a hint of chocolate – Sunbean synergises ITC's strengths in agri-sourcing complemented by the culinary expertise of ITC Hotels' baristas and master chefs.



Personal Care Products

A range of grooming and personal wash products that have redefined consumer perceptions and preferences through world-class offerings crafted for India



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

Essenza Di Wills personifies innate style with its exclusive range of fine fragrances and grooming products. The brand unites distinct craftsmanship and passion and is an embodiment of fine living.

Fiama offers a premium range of personal wash solutions designed to not only uplift one's mood but also to make skin bouncy. With innovation at its core, the Fiama range of products is made from Natural Gels enriched with exotic ingredients. Fiama offers an enviable portfolio of shower gels and gel bathing bars developed through years of scientific research at ITC's Laboratoire Naturel. The brand also includes a specially crafted range of personal care products to cater to the skin care needs of the urbane man.



Shower Gels, Bathing Bars, Face Washes





Soaps

Acknowledged as one of India's most trusted brands in the personal care segment, Vivel has built a strong consumer franchise with its portfolio of bath care products. Specially formulated to cater to the personal care needs of Indian consumers, Vivel's range of soaps is enriched with natural ingredients like Aloe vera, green tea and mixed fruits to fulfil its promise of soft skin. Vivel with its exciting new proposition of "No Compromises" (Ab Samjhautha Nahin) inspires the Indian woman to stand up for what she believes in and blossom into the woman that she wants to be.

Face Moisturisers, Face Cleansers, Body Lotions, Hand Crème

The Cell Renew range of products is scientifically formulated to offer a superior skin care regimen. Powered with the goodness of Vitamin E, Cell Renew performs a dual action of repair and nourishment for holistic skin care to make your skin look brighter, feel firmer and retain its nourished, youthful glow.





Colognes, Deodorants, Perfume Sprays



Engage Deo Sprays launched in 2013 is currently India's No. 2 deodorant brand. Engage brings to bear the interesting proposition of playful chemistry between a man and a woman and this has been pivotal in communicating a distinctly differentiated brand story. It offers a range of deodorants, cologne sprays and perfume sprays for men and women.



Antiseptic Liquid, Soaps & Handwash

ITC recently expanded its personal care products portfolio with the acquisition of Savlon, a brand with a rich heritage and equity built over 50 years. Savlon offers a range of germ protection products with its antiseptic liquid, handwashes and soaps. Savlon empowers children to perform better by being mentally and physically stronger.



Prickly Heat Powder



Shower to Shower, acquired recently by ITC's personal care business, is an ayurvedic prickly heat powder which provides relief from prickly heat. It has a heritage of more than 30 years in India and is a preferred choice in the prickly heat segment.



Lifestyle Retailing

Differentiated offerings across several premium product platforms



WILLS LIFESTYLE

Formal Wear,
Casual Wear,
Evening Wear,
Designer Wear

WILLS
CLASSIC

WILLS
SPORT

WILLS
clublife

WILLS
SIGNATURE

Synonymous with fashion and elegance, Wills Lifestyle presents a premium lifestyle wardrobe for Indian men and women. With its high fashion imagery, rich product mix and delightful shopping experience, the brand offers a tempting choice of Wills Classic formal wear, Wills Sport relaxed wear, Wills Clublife evening wear and Wills Signature designer wear.

JOHN PLAYERS

johnplayers jeans

John Players Jeans features an innovative collection of denims and casual wear in edgy styling, bold patterns and contemporary fits for fashion-forward youth.

Casuals, Denims, Formals, Accessories

John Players, a leading brand in the 'Youth fashion' segment, embodies the essence of the Indian youth who is free-spirited, playful and fashionable. With trendy casuals and a smart formal portfolio that includes jackets, relaxed casual shirts and knits, the brand presents an exciting mix of colours, patterns, styling and fits.



Education & Stationery Products

Offering world-class stationery products to Indian consumers, including the greenest range of notebooks supported by internationally benchmarked environment-friendly paper manufacturing infrastructure



classmate

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

Gaining over Rs. 1,000 crores in annual consumer spends, Classmate is India's No. 1 notebook brand and has emerged as a preferred end-to-end stationery provider that meets the needs of all consumers from school and college-going students to business executives. Across the country, Classmate's unique and differentiated product line has captured consumer imagination. Superior to any other offering, Classmate Notebooks are made from environment-friendly Elemental Chlorine Free paper that is whiter and brighter with high quality binding and dynamic designs to stay abreast of rapidly changing consumer preferences. Classmate has also expanded its portfolio to include pens, pencils, art stationery, geometry boxes and other scholastic products.

Paperkraft

Premium Notebooks, Pens

Paperkraft brings to the Indian consumer, world-class executive stationery, using the best paper and materials to create best-in-class products, such as the Green Impression Series and the Super Premium Soft Cover Signature Series, which use ultra-premium quality paper which lasts for a hundred years as well as an assortment of premium pens.



Incense Sticks (Agarbattis) & Safety Matches



Innovative business models that generate livelihood opportunities for rural women and raise the competitiveness of small and cottage enterprises



Incense Sticks (Agarbattis)

India's fastest growing agarbatti brand, Mangaldeep products are manufactured by small-scale and cottage units, providing livelihood opportunities for more than 10,000 people. Mangaldeep ASHA (Assistance in Social Habilitation through Agarbattis) is an ITC initiative to improve the quality of raw agarbatti production and provide better livelihoods for women rollers.



Safety Matches

ITC's Safety Matches offerings include Aim, India's largest selling safety matches brand, as well as other popular brands like Homelites and Ship. Sourced from small-scale units, the range effectively addresses the needs of different consumer segments.



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

Continued focus on supply chain improvements at ITC not only enhances market servicing but also generates significant livelihood opportunities. Substantial investments have been made in augmenting distribution infrastructure to support a larger scale of operations in the wake of growing volumes and to ensure the competitiveness of ITC's brands in the marketplace. Leveraging its unmatched distribution and logistics infrastructure and reaching consumers even in the remotest of areas, ITC has today enhanced the market standing and consumer franchise of all its brands.

This supply chain infrastructure has reinforced its competitive capability significantly to ensure visibility, availability and freshness. The distribution highway today handles over 1,500 Stock Keeping Units (SKUs) of multiple businesses, directly servicing more than 2 million retail outlets across trade channels in 1,00,000 markets. This elaborate network provides significant sustainable livelihoods.





ITC's Brands: Investing in World-Class Assets for the Nation

An aspect central to ITC's capability to constantly craft and deliver best-in-class brands and products is creating top-notch physical infrastructure in the form of state-of-the-art manufacturing facilities thereby contributing to India's competitive capability. Significant investments made in creating world-class manufacturing infrastructure across India provide ITC's brands the much required competitive edge in terms of scale, quality and time-to-market whilst ensuring rigorous standards of safety and hygiene. As a manifestation of ITC's exemplary efforts towards sustainable growth, several of ITC's factories have received the Platinum Green Factory Building Rating from the Indian Green Building Council.

ITC's investment-led business strategy envisages an outlay of Rs.25,000 crores over the next 5 years – underpinning its support to the 'Make in India' vision. Over 65 projects are on the anvil. These include 20 state-of-the-art manufacturing units, as well as warehouses, luxury hotels, R&D facilities, office and residential complexes – all of which are in various stages of completion.





ITC's Brands: Innovating for India

Recognising that cutting-edge R&D can foster breakthrough innovation and create powerful sources of sustainable competitive advantage, ITC continues to invest in this area, leveraging its world-class infrastructure, benchmarked processes, state-of-the-art technology and a business-focused R&D strategy.

With a team of 350 world-class scientists, the state-of-the-art ITC Life Sciences & Technology Centre in Bengaluru is engaged in developing unique sources of competitive advantage and building future readiness by harnessing contemporary advances in science and technology, applying them in product development and leveraging cross-business synergies.



ITC's R&D capabilities are utilised to develop future products in nutrition, health and well-being. In agri sciences, its efforts are aimed at developing new crop varieties with higher yields, better quality and other traits relevant to the Company's businesses. In a short span of time, ITC has applied for nearly 500 patents in India alone.





A multi-business conglomerate

- FMCG • Hotels • Paperboards & Packaging
- Agri Business • Information Technology

Powered by the vitality of world-class Indian brands

Market Capitalisation of around \$44 billion

Exemplar in Sustainability Initiatives

- The only company in the world to be
- Carbon Positive • Water Positive
 - Solid Waste Recycling Positive

World's greenest luxury hotel chain
All ITC's premium luxury hotels are LEED®* Platinum certified

Over 47% of ITC's total energy consumption is from renewable sources

Creating around 6 million sustainable livelihoods

Let's put India first

* Leadership in Energy and Environmental Design





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