



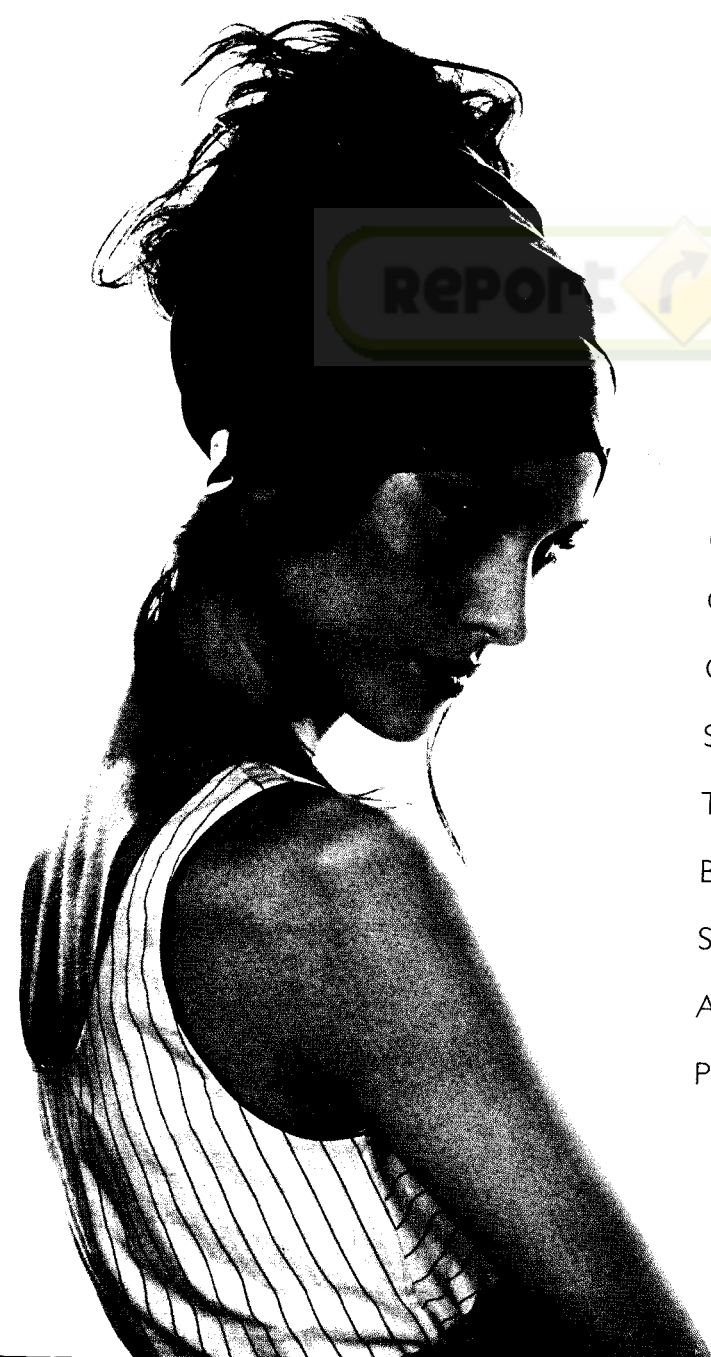
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Report  
and  
Accounts  
2007

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# THE VIBRANT FACE OF FASHION

*"While India is rapidly emerging as a major hub for sourcing of textile and apparel globally, it needs to move up the 'Fibre to Fashion' value chain by creatively leveraging the country's rich design and textile heritage. ITC's Lifestyle Retailing Business intends to become a dominant force in the Fashion Industry by harnessing this opportunity coupled with ITC's traditional strengths in Branding and Marketing".*

*- Y C Deveshwar, Chairman*

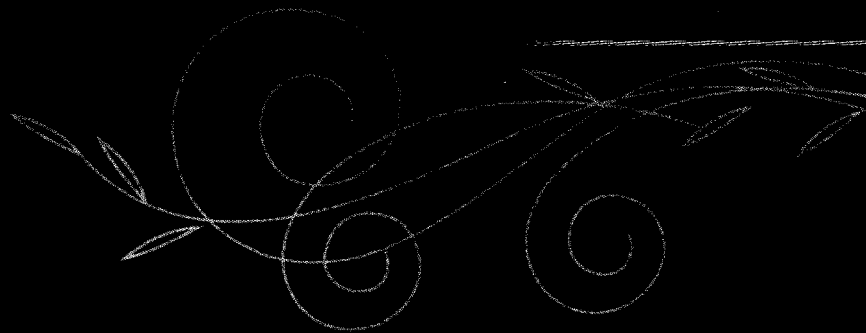
ITC's Lifestyle Retailing Business was launched in July 2000, leveraging the Company's proven competencies in brand building, hospitality and trade marketing. The first Wills Lifestyle store opened in New Delhi. Wills Lifestyle today is a fashion destination for premium consumers across the country with a complete fashion wardrobe comprising **Wills Sport** fashionable relaxed wear, **Wills Classic** new age work wear, **Wills Clublife** glamorous evening wear and **Wills Signature** exquisite designer wear. To complement the range and augment the offering, **Essenza Di Wills** – an exclusive range of fine fragrances and bath & body care products was introduced in July 2005.

Wills Lifestyle's 'Superbrand' status is a recognition of the truly 'International Shopping Experience' it offers. Superior products and presentation have earned ITC accolades from the Fashion Industry as well. Over the last few years, Images Fashion Awards have recognised Wills Lifestyle as the 'Most Admired Exclusive Retail Chain of the Year'; Wills Sport as 'The Most Admired Brand Launch of the Year' and 'The Most Admired Women's Wear Brand of the Year'. In 2006, Wills Lifestyle was accorded the status of 'Retailer of the Year' at the Idea Zee F Awards.



at Images Fashion Awards. The dynamic advertising campaign for the brand also won 'The Most Admired Fashion Campaign of the Year' in 2006. IITC's robust product portfolio straddles consumer segments in the premium as well as the popular end of the apparel market. In the premium segment Willis Lifestyle offers a complete fashion wardrobe complementing facets of the discerning consumer's lifestyle – at work, at leisure, partying, savouring a special occasion.

John Players, IITC's fashion brand for the Indian youth, was launched in December 2002 to broaden the range of branded apparel that the Company offers and further strengthen its robust branded garments portfolio. This foray into the youth segment leveraged IITC's proven competencies in building long-term trade partnerships to establish strong retail presence. The brand has already captured the imagination of the youth of India. John Players was chosen the 'Rising Star of the Year' and the 'Most Admired Shirt Brand'

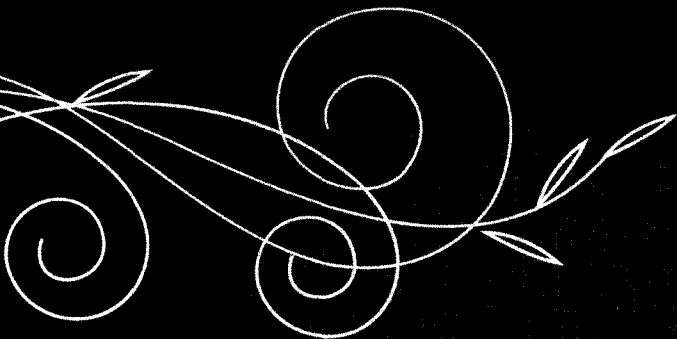


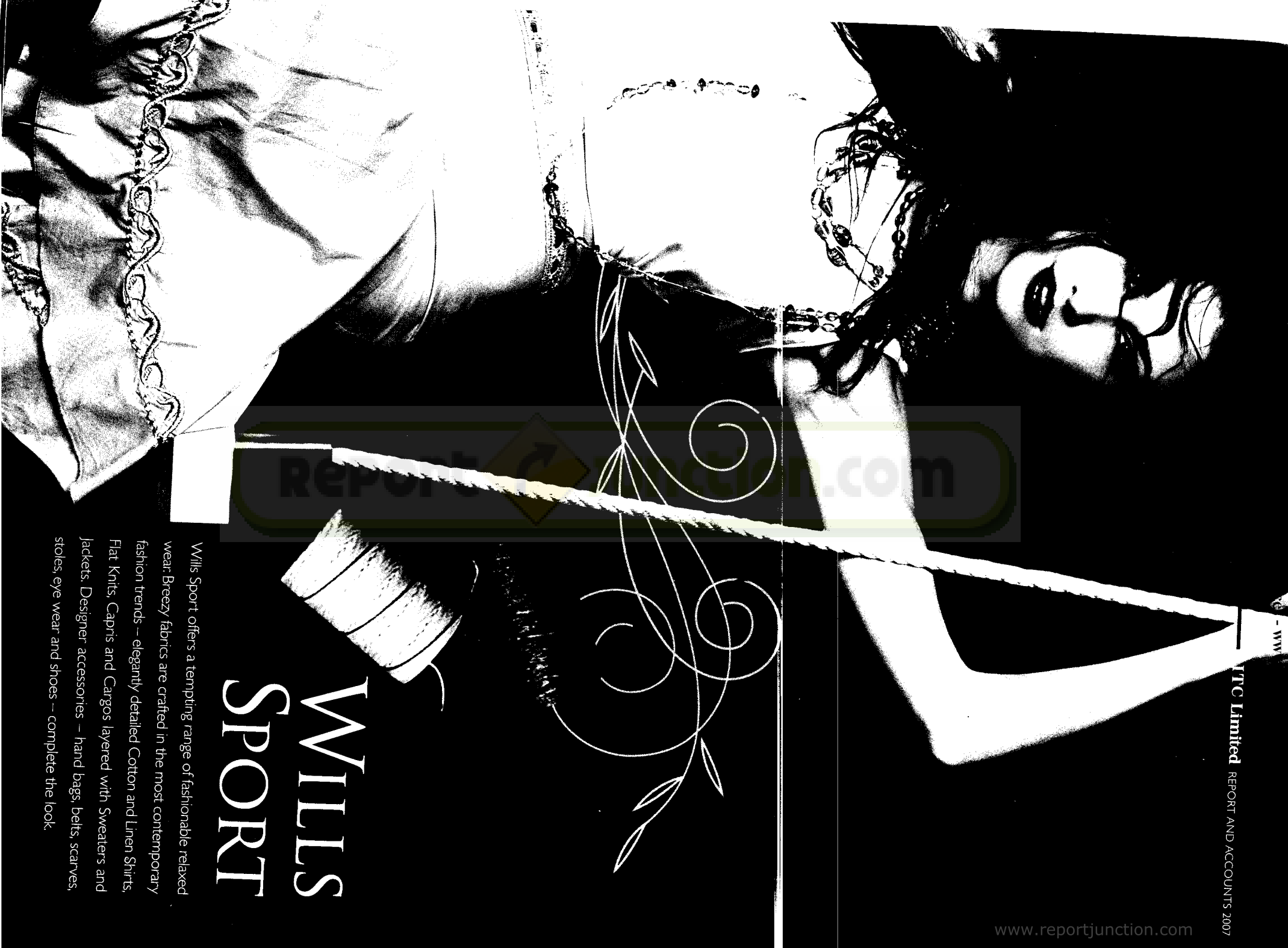




# WILLS CLASSIC

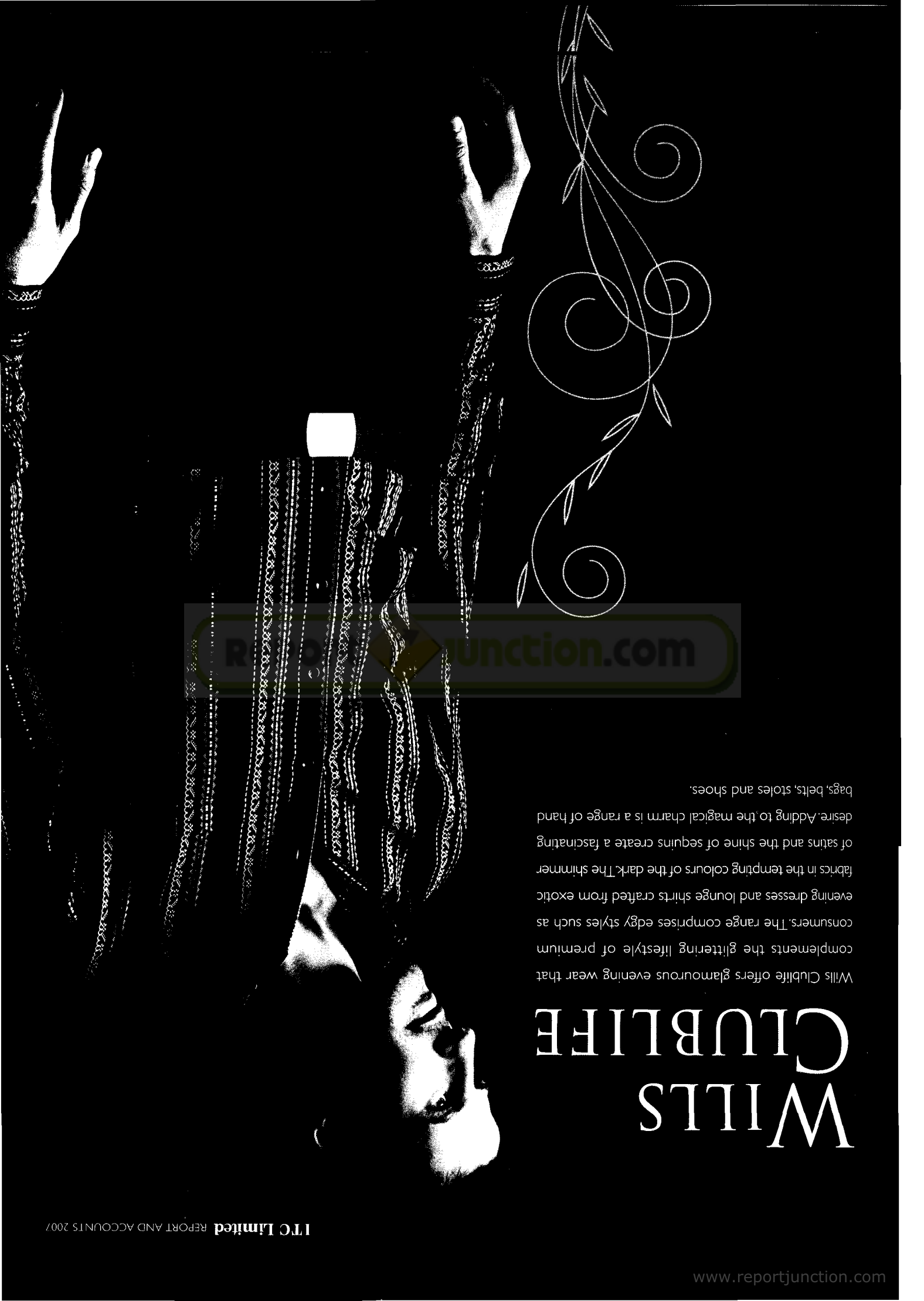
Wills Classic is work wear for new age leaders. In a tribute to the spirit of this leadership, the finest fabrics are meticulously crafted for elegant sophistication. The collection comprises superline Cotton Shirts, luxurious Cashmere Cardigans, chic Jackets & Suits, soft Wool Sweaters and Trousers made from luxurious fabrics. Elegant accessories – cufflinks, ties, belts, leather portfolios and shoes – provide the perfect finishing touch.





# WILLS SPORT

Wills Sport offers a tempting range of fashionable relaxed wear. Breezy fabrics are crafted in the most contemporary fashion trends – elegantly detailed Cotton and Linen Shirts, Flat Knits, Capris and Cargos layered with Sweaters and jackets. Designer accessories – hand bags, belts, scarves, stoles, eye wear and shoes – complete the look.



# WILLS CLUBLIFE

Wills Clublife offers glamorous evening wear that complements the glittering lifestyle of premium consumers. The range comprises edgy styles such as evening dresses and lounge shirts crafted from exotic fabrics in the tempting colours of the dark. The shimmer of satins and the shine of sequins create a fascinating desire. Adding to the magical charm is a range of hand bags, belts, stoles and shoes.

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# WILLS SIGNATURE

Wills Signature, an exquisite line of designer wear, has been created by the leading designers of the country and is being retailed at Wills Lifestyle stores. Wills Signature blends the rich heritage of Indian design with modern fabrics and silhouettes, presenting the premium consumers with an exquisite range for those special occasions.





# ESSENZA DI WILLS



Essenza Di Wills is an exclusive range of fine fragrances, bath & body care products for men and women. Inizio, the signature range from Essenza Di Wills, provides a comprehensive grooming regimen with distinct lines for men (Inizio Homme) and women (Inizio Femme). The rich and sensual fine fragrances are all day offerings designed by leading international fragrance houses in France. The personal care range includes a host of bath & body care products that share the same olfactory signature as the men's and women's fine fragrances to offer a harmonised fragrance experience.



# JOHN PLAYERS

John Players understands the fashion needs of today's Indian Youth – confident, expressive and dynamic, enjoying an exuberant lifestyle. Offering a complete and vibrant wardrobe of Casuals, Party, Work wear, Denims and Outer wear, John Players incorporates the most contemporary trends in an exciting mix of colours, playful styling, trendy textures and comfortable fits. Hrithik Roshan, the brand ambassador, showcases his inimitable style in the highly lauded John Players advertising campaign, inspiring today's youth to 'Play it cool'.

Taking the celebrity association forward, John Players has launched an exclusive 'Signature Line' range, which has been crafted incorporating Hrithik Roshan's preferences. Thus John Players brings to the youth of India the unique opportunity of experiencing clothes co-created by their favourite style icon.