



I.T.C. Limited

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Report  
and  
Accounts  
2001

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## MISSION STATEMENT

*To enhance the  
wealth generating capability  
of the enterprise in a  
globalising environment,  
delivering superior  
and sustainable  
stakeholder value*

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*Enduring Value. For the Shareholder. For the Nation*



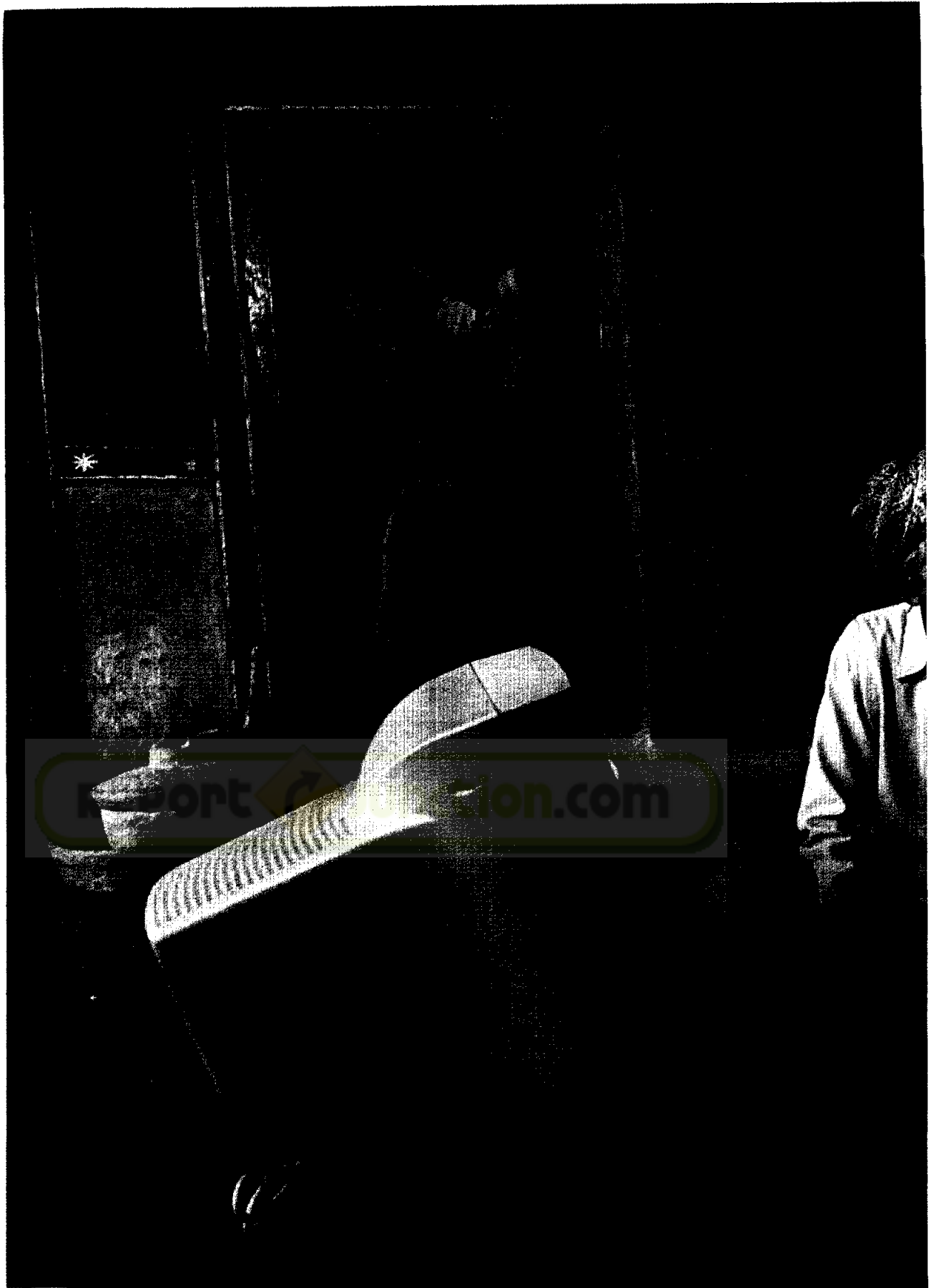
## ADDING VALUE

*"An Indian enterprise is one that creates and captures value for the Indian economy and contributes to the virtuous economic cycle of investment, creation of jobs and the related demand, and the generation and redeployment of surpluses for economic growth..."*

*ITC has attempted to achieve this value objective by not only driving each of its businesses to become internationally competitive, but also by consciously contributing to enhancing the competitiveness of the entire value chain of which it is a part."*

*- Chairman Y C Deveshwar, AGM 2000*





ADDING VALUE TO RURAL INDIA






## R U R A L I N D I A

*ITC has been a friend of the Indian tobacco farmer for the last 90 years. In the tobacco growing areas of Andhra Pradesh, ITC's Indian Leaf Tobacco Development Division (ILTD) is fondly referred to as the "Talli Company", Telugu for "Mother Company". ITC has enabled the tobacco farmers of Andhra Pradesh and Karnataka to adopt best practices through technology and knowledge transfer. Its qualified and trained managers and support staff continuously assist the tobacco farmers in assimilating new ideas in quality and productivity. ITC also works closely with Government agencies to develop new varieties of tobacco, especially those which have significant export and employment potential.*

*e-Choupal, a pioneering click and mortar initiative of ITC's International Business Division (IBD) links Indian farmers with domestic and international markets. ITC's wholly owned information technology subsidiary, ITC Infotech India Ltd. and IBD have combined to leverage the power of the Internet to create user friendly web portals in the local language for the Indian farmer. The soya farmers of Madhya Pradesh, the coffee planters of Karnataka and the aqua farmers of Andhra Pradesh now have on-line access to world commodity prices, best farm practices, and the latest information on the weather. 235 e-Choupals covering 1,000 villages are already operational. These e-Choupals will also facilitate supply of high quality farm inputs and purchase of farm produce at the farmer's doorstep.*

*ITC Bhadrachalam's visionary R&D has made possible a pioneering clonal propagation programme under which 8.5 million "Bhadrachalam" clones – high-yielding, disease resistant saplings – have been planted on over 6,000 hectares of fallow land in one of the most backward regions of rural Andhra Pradesh. This path-breaking initiative carries the potential of creating 40,000 rural jobs, apart from contributing to the greening of Andhra Pradesh and the related restoration of ecological balance.*





◀ Coffee planters now access IBD's '[www.plantersnet.com](http://www.plantersnet.com)' for advanced risk management tools



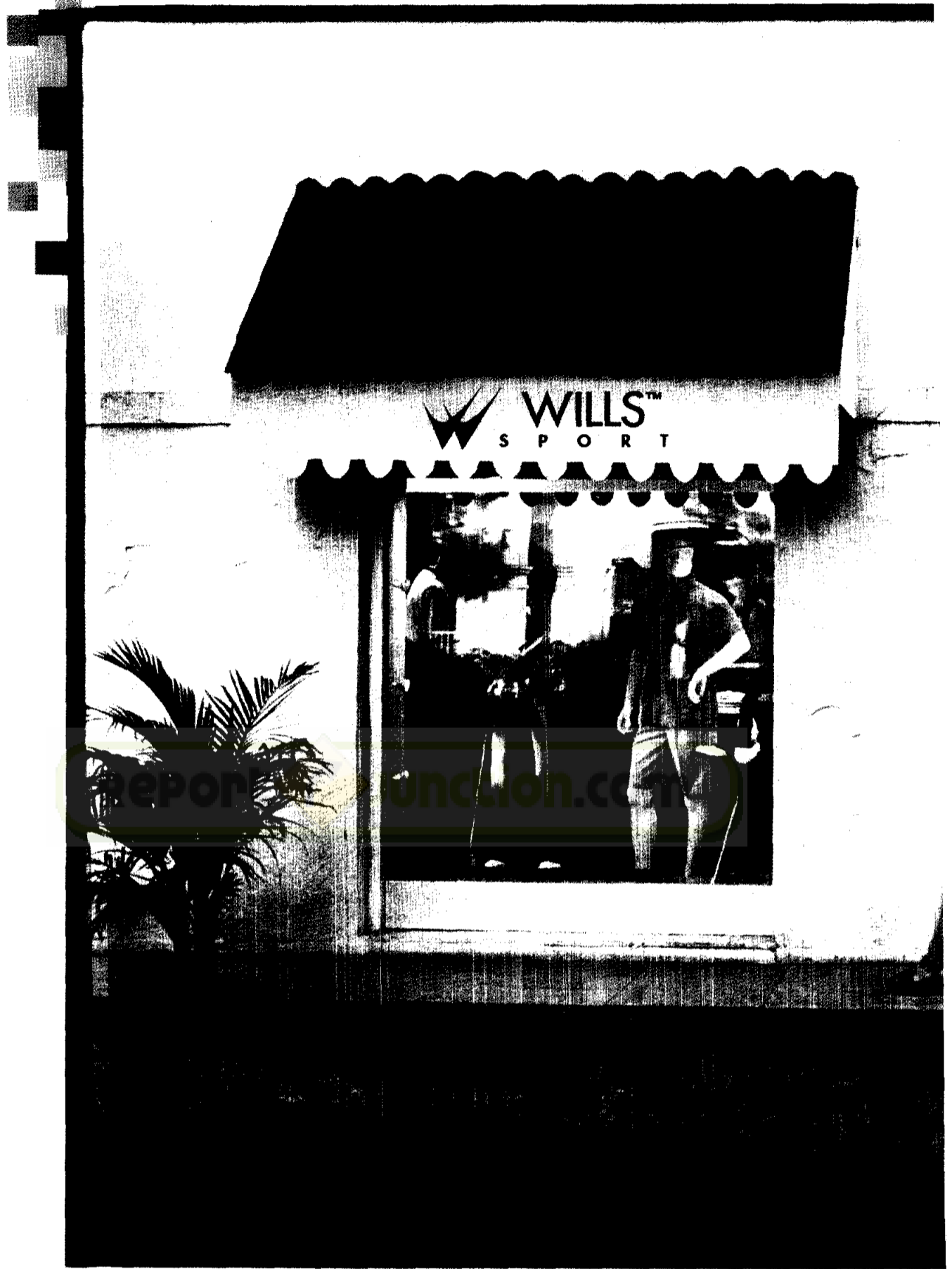
IBD's [www.aquachoupal.com](http://www.aquachoupal.com) web-links aqua farmers with world markets ▶



◀ ITC Bhadrachalam's clonal propagation programme contributes to the greening of Andhra Pradesh

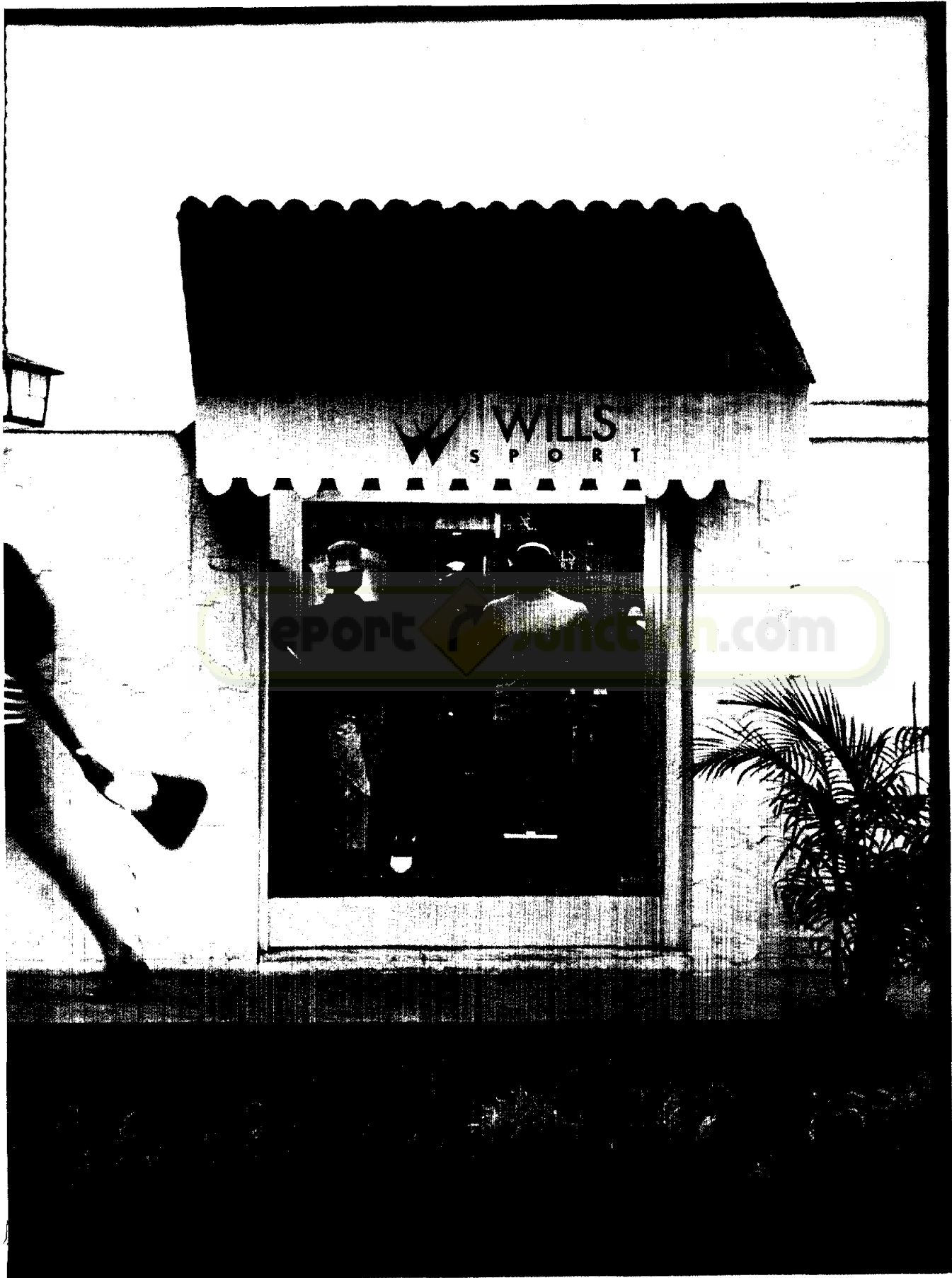


ITC helps tobacco farmers to adopt best practices ▶





ADDING VALUE TO BRAND INDIA





## B R A N D I N D I A

*ITC creates and sustains in each of its businesses brands that do the 'Made in India' label proud. Brands that symbolise world-class value for the consumer.*

*India Kings, Wills, Gold Flake : brands that spell undisputed leadership gained on the strength of decades of total consumer satisfaction.*

*Checkers and Hi-Val – ITC's cigarette brands that compete successfully in the United States, the most challenging market in the world. ITC exports more than 1 billion sticks annually.*

*ITC's Lifestyle Retailing Business Division recently launched 'Wills Sport', the complete wardrobe range of relaxed wear for men and women. Its international quality shopping experience and world-class product range have already added a new dimension to branded apparel retailing in India.*

*The 'Expressions' range of greeting cards, using ITC Bhadrachalam's finest paperboards made from sustainable plantations, offers a wide range of international quality cards to discerning customers in over 7,000 retail outlets in 180 cities across India.*

*The delicious 'Dal Bukhara', created by ITC-Welcomgroup, will soon convert dining at home into a new experience in India and abroad.*

*The 'Kitchens of India', perfected by ITC-Welcomgroup, have recreated India's heritage cuisine for the discerning global consumer. 'Bukhara', the authentic North-West frontier cuisine, 'Dum Pukht', the unique cooking style of the Nawabs of Awadh, and the exclusive 'Dakshin', the traditional South Indian recipes delight Indian and international connoisseurs in ITC-Welcomgroup's exclusive restaurants across the country.*

