

**ITC Limited**  
**Enduring value**



Report  
and  
Accounts  
2008

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## Vision

Sustain ITC's position as one of India's most valuable corporations through world class performance, creating growing value for the Indian economy and the Company's stakeholders.

## Mission

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

*"The potential of an enterprise for wealth creation is set apart by the distinctive amalgam of its Vision, Values and Vitality. It represents a mix of constancy and change; of a timeless core and constantly evolving strategies and processes built around the core."*

- Y C Deveshwar, Chairman

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# The Essence Of Beauty

## ITC In Personal Care

In line with ITC's aspiration to be India's premier FMCG company, recognised for its world-class quality and enduring consumer trust, ITC forayed into the Personal Care business in July 2005. In the short period since its entry, ITC has already launched an array of brands, each of which offers a unique and superior value proposition to discerning consumers. Anchored on extensive consumer research and product development, ITC's personal care portfolio brings world-class products with clearly differentiated benefits to quality-seeking consumers.

The Personal Care sector holds immense appeal for ITC on account of its size and growth potential. The Personal Care industry in India, estimated at Rs 20,000 crores, enjoys a healthy growth rate due to the interplay of economic, demographic and sociological factors. A rapidly growing prestige segment adds to the attractiveness of this business. This market opportunity fits well with ITC's established strengths in brand building, trade marketing, lifestyle retailing and premium packaging.





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# A Bouquet Of Brands

ITC's initial Personal Care portfolio under the 'Essenza Di Wills', 'Fiama Di Wills', 'Vivel Di Wills', 'Vivel' and 'Superia' brands has received encouraging consumer response and is being progressively extended nationally. The communication strategy for the individual brands and products is premised on the underlying emotional appeal and product benefits. Appropriate celebrity associations have been leveraged to build consumer franchise. A robust distribution network, backed by creative in-store merchandising, complements the product and communication strategies to deliver competitively superior value to the consumer.



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## Leveraging Consumer Insights

Given today's dynamically changing consumer behaviour, the challenge of understanding consumer needs is more formidable than ever before.

ITC's Personal Care business initiated a systematic, calibrated approach to gathering and analysing research-backed data. A large number of consumers across the country were engaged with over the last several years to derive insights into their needs, aspirations and usage behaviour. A range of products and prototypes was tested. These insights formed the building blocks for the development of best-in-class brands. Resultantly, the product design, quality, packaging and communication are not only impactfully meaningful to the consumer, but are also effectively differentiated from competing offers.





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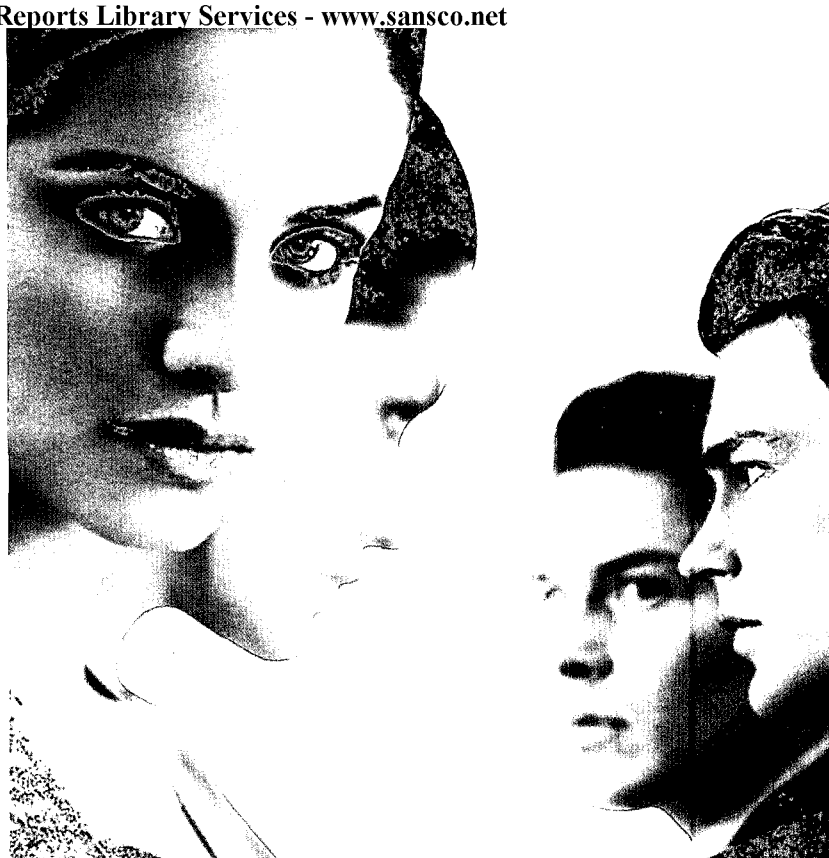
# Looking And Feeling Good

The woman of today aspires to look and feel good. For this new age woman, ITC presents an exciting portfolio of personal care brands, each carefully crafted to address specific dimensions of beauty.

## Essenza Di Wills

Essenza Di Wills is an exclusive range of fine fragrances and bath & body care products for women and for men.

Inizio, the signature range from Essenza Di Wills, provides a comprehensive grooming regimen with distinct lines for women (Inizio Femme) and men (Inizio Homme). The rich and sensual international fragrances of Essenza Di Wills are all-day offerings created by leading French fragrance houses. The range includes a host of bath & body care products that share the same olfactory signature to offer a harmonised fragrance experience.



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## Aqua Homme

The latest addition to the Essenza Di Wills portfolio is the Aqua range for men (Aqua Homme) that offers a distinctive and fresh aquatic fragrance. The Aqua range includes an After-Shave Lotion, a Deodorant, a Hair & Body Shampoo and a Bathing Bar.



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# Fiama Di Wills



The Fiama Di Wills range embodies the goodness of nature and science, providing gentle and effective care. The Fiama Di Wills product portfolio has been developed by scientists at the ITC R&D Centre, leveraging the expertise of American product formulation specialists. The fragrances, aesthetics and packaging have been developed in collaboration with European associates.



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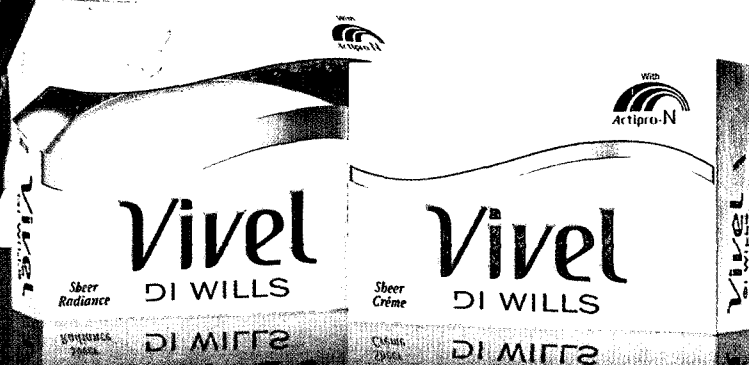
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## Bringing Gentle, Effective Care

Fiamo Di Wills products are targeted at the young, modern, aware women who are confident of themselves and seek indulgences that make them feel alive and beautiful. The range combines exotic naturals like Sage, Watercress, Magnolia blossoms and the best of contemporary science using unique Hydro Restorative Complex and Cuticle Restore Technology to make the consumer feel beautiful, today, tomorrow. The Fiamo Di Wills range includes Shampoos, Conditioner, Shower Gels and Soaps.



# Vivel Di Wills & Vivel



Vivel Di Wills and Vivel are a high quality range of soaps for the upper-mid and mid-market consumer segments. Vivel Di Wills offers the unique value proposition of bringing together Nourishing, Protecting and Hydrating ingredients, providing total skin care for the discerning, beautiful and confident consumer.