

ITC Limited

REPORT

AND

ACCOUNTS

2013

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ITC: Creating World-Class Brands that Put India First

“ A country's brands are a reflection of its competitive strengths and a manifestation of its innovation and intellectual capacity. I strongly believe that a country's economic capacity is significantly enriched when its institutions build and own internationally competitive brands. Winning brands serve as market anchors to support the competitiveness of the entire value chains of which they are a part. Strong domestic brands create much larger value since they create, capture and retain value within the country. Your Company takes justifiable pride in creating world-class Indian brands that have demonstrated immense vitality in the global Indian market place. ”

Y C Deveshwar,
Chairman, ITC Limited
Speech at the ITC AGM, 2012



ITC's Brands: Powering Economic Growth

Great brands are not just about delighting the consumer, they are also about powering national economic growth. Brands capture value for the nation in numerous ways – creating intellectual capital, boosting R&D and innovation, and creating large-scale livelihoods by empowering value chains, investing in physical infrastructure and expanding markets.

Brands are the badge of a country's competitiveness. Powerful domestic brands compete effectively with international brands within the country and outside. They create such a popular franchise that some nations are identified with the attributes of great brands that they have produced.

ITC is today proud to have created over 50 energetic and popular brands across categories that delight nearly 140 million households. Within a relatively short span of time, ITC has established vital brands with significant salience among consumers like Aashirvaad, Sunfeast, Bingo!, Yippee!, Candyman, mint-o and Kitchens of India in the Branded Foods space and Essenza Di Wills, Fiama Di Wills, Vivel and Superia in the Personal Care products segment. In addition, brands like Classmate and Paperkraft in Education & Stationery products; Wills Lifestyle and John Players in the Lifestyle Apparel business; Mangaldeep in Agarbattis as well as Aim in Matches have established significant market standing and continue to delight consumers with superior offerings.

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. ITC's hotels business also contributes to the country's tourism landscape and livelihood creation through its other high quality offerings embodied in the WelcomHotels, Fortune and WelcomHeritage brands. ITC's hotels have pioneered the concept of branded cuisine in India with globally acclaimed restaurants including Bukhara, Dum Pukht and Dakshin. ITC 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's Brands: Delighting Millions of Households

Foods



Offering nothing but the best for the Indian household, ingredients for Aashirvaad products are carefully hand-picked and processed with love and care. Aashirvaad offers superior products in the categories of Atta, Salt, Spices, Instant Mixes and Ready Meals.



Sunfeast straddles all segments in the biscuit category and offers high quality products in exciting and innovative formats, which reinforces ITC's commitment to delivering a world-class product experience to the discerning consumer.





Sunfeast Yippee! continues to wow consumers across the country. Its unique round block and long, slurpy & non-sticky noodles have created consumer delight. The range is available in 3 flavours of Magic, Classic and the newly launched Chinese Masala. Sunfeast Pasta Treat continues to offer a delicious and nutritious range of Pasta products in 6 different flavours.



Kitchens of India offers authentic, gourmet Indian dishes from across the country crafted by the Master Chefs of ITC Hotels which enable consumers to recreate an exclusive fine-dining experience in their own homes. The delectable range spans 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.



Associated with youth, fun and excitement, Bingo! offers multiple variants of Potato Chips and Finger snacks to fulfil the consumer's need for variety and novelty with innovative formats and 'irresistible combinations' in flavours.



Candyman and mint-o offer a mouth-watering range of confectionery products in a variety of flavours and formats which delight consumers across age groups.

Personal Care Products



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



FiamA Di Wills offers a range of expert solutions designed to make consumers look & feel young. With innovation at its core, FiamA Di Wills offers an enviable portfolio of products developed through years of scientific research at Laboratoire Naturel.

