



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

ITC has always lived by its vision of creating larger value for all stakeholders while contributing meaningfully to national priorities. Guided by its credo **Nation First: Sab Saath Badhein**, the Company has built **world-class Indian brands**, **strengthened domestic value chains**, **invested in advanced manufacturing**, **deepened farmer partnerships**, and **accelerated digital, AI-led and R&D-driven innovation**. As India advances towards a **Viksit Bharat**, ITC continues to shape a **future-ready enterprise** anchored in **competitiveness, sustainability, and inclusive growth**. Its large-scale initiatives to conserve and replenish natural resources, together with impactful climate action and social programmes, are helping build a more **resilient, inclusive, and future-ready India**. Reinforcing this commitment, the Company has redefined its **Mission, Vision and Values** to inspire greater purpose-led action and an even deeper contribution to national progress.

MISSION	VISION	VALUES
To be India's most trusted enterprise, creating unparalleled customer experiences through world-class brands and businesses that champion sustainable and inclusive value chains.	Our brands, products and solutions will lead with industry-shaping innovations, deliver best-in-class performance, powering ITC to make a transformative contribution to the nation's progress.	Led by Trusteeship and Nation Orientation, ITC is guided by a set of Core Values in all its endeavours. Scan the QR Code to learn more.



ITC's Triple Bottom Line Contribution – Highlights

Economic	Environmental	Social
■ Gross Revenue – ₹ 80,867 cr ■ EBITDA – ₹ 25,208 cr ■ Among Top 3 private sector contributors to the Exchequer ■ 12 Future-ready Businesses ■ 30+ World-class Mother Brands ■ 250+ Factories	■ 51% of Energy consumed by ITC is from Renewable Sources ■ 17 Platinum Rated Green Buildings ■ Plastic Neutral for 5 years ■ Watershed Development: ● Augmenting supply: 38,500+ watershed structures ● Optimising demand: Covering over 20 lakh acres ● Interventions at scale: Rejuvenating 5 major river sub-basins ■ Afforestation: Over 14 lakh acres	■ 200+ Partnership ecosystem, including PPPs ■ Over 12 lakh farmers covered under Climate Smart Agriculture ■ Over 23 lakh children benefitted through Support to Education initiatives ■ Over 17 lakh covered by Maternal & Child Health and Nutrition programmes ■ Nearly 20 lakh Rural Healthcare engagements

ITC has been **Carbon Positive** for 21 years, **Water Positive** for 24 years, and **Solid Waste Recycling Positive** for 19 years

ITC's businesses and value chains support **90 lakh sustainable livelihoods**

ITC Group

Spanning Agriculture, Manufacturing & Services



FMCG

- Largest incubator of world-class Indian brands
- Over ₹ 37,000 cr consumer spends
- Reaching 28 crore households
- Aspiration to be India's No. 1 FMCG company



Agri Business

- Century-old relationship with Indian farmers
- Nearly 40 lakh tonnes sourced from 20+ value chains
- Powering NextGen Agriculture through ITCMAARS
- Building resilience with Climate Smart Agriculture
- Strengthening value-added Agri portfolio with best-in-class manufacturing assets



Paperboards and Packaging

- Market leader in high quality value-added Paperboards
- Largest integrated paper plant at Bhadrachalam
- Exemplar in sustainability: greened over 14 lakh acres, supporting 22 crore person days of employment
- A leading player in the global Packaging ecosystem

Fresh Food Business

- Leverages ITC's enterprise strengths in foods, hotels and digital
- 4 brands, 70+ kitchens, 5 cities
- High consumer love across brands and cities



ITC Infotech

- Global technology solutions provider
- Deep domain knowledge and co-creating solutions for the future with tech majors
- Presence in over 35 countries

ITC Hotels Limited

- Iconic properties and globally acknowledged cuisines
- 150+ Hotels, 14,200+ Keys, 95+ Destinations
- Trailblazer in 'Responsible Luxury' & Sustainability



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

ITC Next Strategy

Future Tech | Consumer Centric | Climate Positive | Inclusive

The ITC Next strategy is shaping new frontiers of growth by creating future-ready pathways for each business to strengthen **competitiveness, profitability, and resilience**. Despite the challenging environment, it continues to unlock **new growth vectors through enterprise synergies, digital acceleration, purposeful innovation, and strategic investments**, while advancing ITC's commitment to a **climate-resilient and inclusive future**. Enterprise levers strengthened by digital and sustainability are lending unique sources of competitiveness for future readiness. The following pages capture the key dimensions of this transformative strategy and its promise for the future.

Pillars of ITC Next Strategy

Multiple Drivers of Growth



Existing Categories and New Vectors

Innovation and R&D



Agile, Purposeful, Science-based Platforms

Supply Chain



Agile, Resilient, Efficient

Digital



Digital-first Culture, Smart Ecosystem, Mainstreaming AI

Sustainability 2.0



Responsible Competitiveness, Bolder Ambition

Cost Agility and Productivity



Structural Interventions across Value Chains



Synergy of Enterprise Strengths

Brand Building | Agri Sourcing | Manufacturing | R&D | Cuisine | Packaging | Distribution



World-class Talent | Proneural Spirit | High Performance Culture

ITC's FMCG Portfolio Strategy

ITC's strategy to rapidly scale up its Fast Moving Consumer Goods (FMCG) Businesses is anchored in '**Strengthening the Core**', extending trusted Mother Brands into '**Value-added Adjacencies**', developing '**Portfolios for the Future**', and nurturing '**New Vectors of Growth**', including **Value-accretive Mergers & Acquisitions**.

FMCG Power Brands



FMCG: Core & Adjacencies

ITC's robust bouquet of **over 30 World-class Indian Brands** spans every corner of the household, touching millions of lives and delighting diverse consumer segments, **capturing and retaining value in India** and powering **resilient and inclusive value chains** across urban and rural ecosystems. While this **Core is being strengthened**, ITC continues to scale-up its **Value-added Adjacencies** by leveraging the equity of its trusted Mother Brands to expand consumption occasions. Select examples:

Foods



Atta, besan, rava, vermicelli, soya chunks, spices, dairy, salt, etc.



Biscuits, cookies, cakes, choco-pies, molten chocolate fillings, dual-fillings, fruit-based smoothies and chocolate milkshakes



Noodles, pastas, healthy options made with Atta and suji, unique masala mixes and Asian flavours, including Korean and Thai



Chips, bridges, namkeens, nacho-style chips, puffed and popped snacks, etc.



Staple kitchen spices and unique masala blends

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

FMCG: Core & Adjacencies

Personal Care



Indulgent personal wash brand with gel bars, shower gels, hand washes, etc.



Range of soaps and body washes promising skin softness



Skin-friendly protection delivered through hand wash, soap, antiseptic liquid, wet wipes, sanitiser, disinfectant liquids and a new medical grade range



Natural-action floor cleaners safe for children and pets

ENGAGE



Unique and exciting fragrances delivered through deo sprays, perfumes and roll-ons

Education & Stationery

classmate
ENJOY LEARNING



Notebooks, including spiral notebooks, pens and geometry boxes

Paperkraft



Premium stationery brand for adults with notebooks, pens and folders

Matches & Agarbattis

MANGALDEEP
PREMIUM QUALITY INCENSE



Incense sticks range including agarbattis, dhoop sticks and cones, sambrani, camphor, etc., promising low-smoke, charcoal-free, perfume-like fragrances

Home lites

AIM



Ranges of safety matches

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Portfolios Developed for the Future

ITC is investing in creating **Portfolios for the Future** and making strategic **Value-accretive Acquisitions** to serve emerging trends, drive premiumisation and address white spaces, thus delighting consumers and creating more value for stakeholders. These products address evolving consumer needs such as Health & Nutrition, Convenience, Naturals, Organic, and so on. Select examples:

Health & Nutrition



Enhancing protein component in Indian diets through protein-rich staples, cereals, plant-based proteins, dairy products, ready-to-eat foods and breakfast smoothies



Products supporting digestive health



Products supporting other health requirements



Specially designed brand 'Right Shift' with nutrition-dense products for 40+ age cohort



Organic offerings sourced responsibly, delivering nutrition, and traceability aligned with evolving consumer preferences

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Portfolios Developed for the Future

Convenience



Solving the time crunch problem for consumers with ready-to-cook and heat-and-eat foods

Customisation & Regional Flavours



Allowing consumers to create their own atta blends (Namma Chakki/Meri Chakki), ensuring provenance of staples and specifications for local tastes



Developing spice mixes catering to regional flavours

Accessible Chocolate Indulgence



Chocolates, molten chocolates, eclairs, wafers — quality chocolates at great value

Homecare



Kitchen cleaner and Vegetable & fruit wash: Range of eco-friendly and biodegradable liquids made with food-grade ingredients which are effective and safe for home usage

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Portfolios Developed for the Future

Premiumisation

Driven by consumer aspirations, ITC has been scaling up its range of premium offerings



Fresh bakery-style cookies with no palm oil or preservatives



Kitchen-style traditional snacks from South India



Coffee Capsules with Arabica flavours from Panama and Nicaragua blended with Indian beans



Sugar-free luxury mints in two bold flavours, available in mini tins



Hand-crafted by master chocolatiers using the world's finest cocoa for a luxury experience

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Portfolios Developed for the Future

Premiumisation



Premium range of soaps, body scrubs, and body washes made with Japanese Hokkaido Milk promising luxurious creaminess

DERMAFIQUE
cell by cell



Dermatologist-tested and science-backed skincare solutions designed for Indian skin



Face and body washes powered by scientific research

ENGAGE



Eau De Parfum with innovations featuring Brazilian Maracuja

VÉRITÉ
by classmate



Reimagining school notebooks with an innovative lay-flat technology



First in-class Premium Geometry Boxes with unique two-tiered design and pocketable compass



Earth-inspired aromatherapy by Pranah offers premium candles, incense and dhoop for meditation, yoga, focus, and restful sleep

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Portfolios Developed for the Future

Recent Acquisitions

ITC is growing its brands portfolio by augmenting capabilities through acquisitions to service evolving consumer needs and address white spaces.



The range comprises certified organic products grown without synthetic pesticides or chemicals, while promoting sustainable farming and offering a diverse organic portfolio across Indian and global markets



Enhancing ITC's market presence in the protein and good-for-you snacking space



PRASUMA®

The No. 1 frozen snacks and meats brand in India with a commitment to quality



Enabling ITC to build a category of the future in the premium natural baby care space, powered by traditional Indian ingredients and innovative solutions



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Purpose-led Brands

Recognising the transformative power of brands, ITC has developed purpose-led brands that encourage positive change in society.



Mom's Magic – Dear Maa campaign
to encourage adoption in India



Sunfeast Bounce of Joy –
School Contact Programme – to promote sports
among schoolchildren



Nimyle Clean Equal Mission –
fostering gender equality in household chores



Mangaldeep Sixth Sense –
an initiative that employs
visually impaired individuals
as specialised
fragrance testers



Aashirvaad Smart India –
an initiative to
fight iodine deficiency



YiPee! Acti-Learn –
to promote awareness about plastic waste
management among schoolchildren



Savlon Swasth India Mission –
'The Doc's Pod' podcast to highlight the
significance of preventive hygiene and
disinfection in an evolving environment



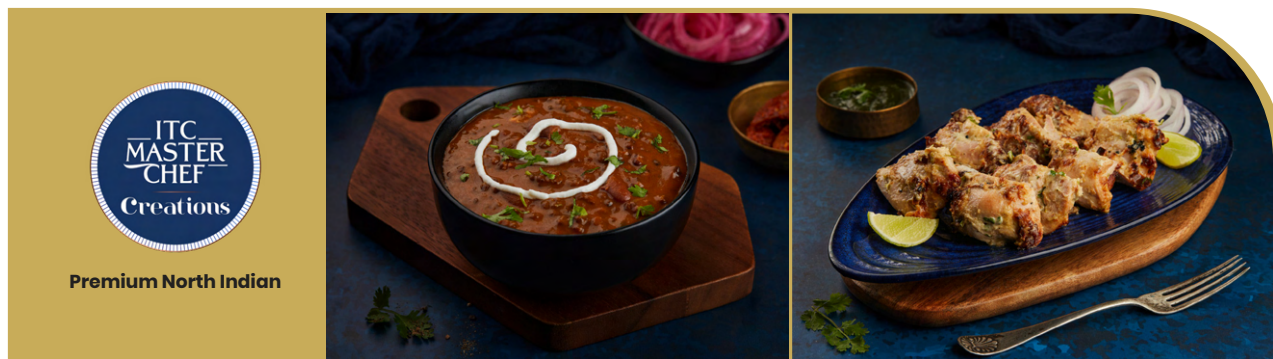
ITC Sunrise Swasthya Bengal Programme –
a campaign against spice adulteration



Paperkraft –
promoting responsible consumption through notebooks
made with FSC® certified paper (FSC®-C064218)

New Vector: Fresh Food Business

ITC is pursuing new growth drivers at the intersection of mega trends in digital and sustainability, leveraging its institutional strengths. ITC's Fresh Food Business combines the conglomerate's strengths in **food brands, cuisine expertise of ITC Hotels, food sciences, and manufacturing**, as well as **digital capabilities**. Operating under 4 exciting brands — **ITC Master Chef Creations, ITC Aashirvaad Soul Creations, ITC Sunfeast Baked Creations, and Sansho by ITC Master Chef** — ITC's Fresh Food Business offerings are delivered through **70+ cloud kitchens in 5 cities** currently — Bengaluru, Chennai, Hyderabad, Mumbai, and Pune. The brands have already received high consumer love across cities.



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Creating 'Make in India' Assets

ITC has invested in building world-class national manufacturing assets across FMCG, Paperboards, Packaging, and export-oriented value-added Agri products. Its ecosystem of over **250 factories** and partnerships with more than **7,500 MSMEs** enables ITC to produce high-quality products, boost exports, substitute imports, promote local entrepreneurship, and support inclusive value chains that empower farmers and communities. In the true spirit of 'Make in India', **nearly 90% of ITC's value addition takes place within the country**. Recognising the growth opportunities in the Indian consumer market, ITC has made substantial investments in establishing **12 state-of-the-art Integrated Consumer Goods Manufacturing and Logistics (ICML) facilities**, including food factories, across India. These facilities, which are today proximally located to major demand centres, have emerged as vibrant hubs of innovation, technology, sustainability, and diversity.

250+ factories including
12 state-of-the-art ICML
facilities

90% of ITC's value addition
sourced locally, supporting
inclusive value chains

**Vibrant hubs of innovation,
technology, sustainability,
and diversity**



ICML Panchla, West Bengal

Smart Omnichannel Distribution Network

One of ITC's core strengths lies in its **robust and extensive distribution infrastructure** spanning the length and breadth of India. It is today fully **digitally enabled, agile, and quick to adapt**, making ITC a leading player in Channels of the Future, suitably bolstered by a suite of **25+ AI/ML-powered apps** and tools.

2,500 SKUs | 50 Warehouses | 2.8 lakh tonnes/month | Total reach – Nearly 70 lakh Outlets



Indicative image, generated using AI

AI-enabled sales execution using 25+ proprietary apps analysing 12,000+ variables

Trade, Marketing & Distribution

We strive to be wherever our consumers are

General Trade

Modern Trade

E-Commerce

Quick Commerce

Institutional

**Cash
& Carry**

D2C

Direct to Consumer

Agri Business

ITC's Agri Business has built a century-old relationship of trust with farmers of India. The ITC Next strategy aims at helping farmers **develop value-added agri products, accelerate digital adoption, build climate resilience, and facilitate market linkages**. ITC's transformative phygital ecosystem — **ITCMAARS** — is powering next-generation agriculture and aspires to **benefit 1 crore farmers by 2030**. New vectors of growth are also being pursued in areas like nicotine extracts and derivatives and biological extracts, among others.

Strengthening the Core

ITC's robust Agri Business has been ensuring **identity preserved crops across crop value chains**, and sourcing for ITC FMCG brands and other customers (B2B). Focus crops include Wheat, Potato, Spices, Aqua Culture, and Leaf Tobacco.



Wheat



Potato



Providing high-quality raw materials for ITC FMCG brands



Spices



Aqua Culture



Leaf Tobacco

Developing Adjacencies

ITC is developing adjacencies in the Agri Business through value additions, like ensuring **traceability and certifications**, implementing **organic processes**, training farmers in **sustainable practices**, and enabling **export-led value additions**. Focus crops include **Certified Shrimp and Coffee, Organic Fruit Pulp, and Food-safe Spices**.



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Agri Business: Expanding to New Horizons

To create future-forward categories, ITC's Agri Business is going beyond commodities to create higher value-addition crops with **attribute-based backward integration** as well as **proprietary formulation-based products**.

Nicotine & Nicotine Derivatives

- Stringent quality specifications – 99.5% purity
- US/EU pharmacopoeia standards



Largest integrated manufacturing facility in India for nicotine and nicotine derivative products in Mysuru

Biological Extracts

- High-quality extracts from Ashwagandha and Turmeric for nutraceutical and cosmetics industry
- Developing high value-added proprietary formulations



Turmeric and Ashwagandha extracts

100-acre farm for medicinal and aromatic plants in Madhya Pradesh

Farming as a Service



Maize crop



ITC is aligning crop production with end-use demand in its endeavour to promote Farming as a Service (FaaS). Through **precision farming guidance, digital advisories, and assured market linkages**, ITC enables farmers to produce specialised crops, **transforming agriculture into a demand-driven, service-led model**. Examples include:

- **Maize:** Growing high-starch maize for ethanol manufacturing
- **Paddy:** EU food quality-compliant fine grade rice for export customers
- **Fruits & Vegetables:** Production of tomato with optimum ripening and shelf life for quick commerce platforms



Tomato



Paddy crop

Climate Resilient Seeds

ITC is strengthening climate-resilient seed systems through R&D and partnerships, developing **region-specific, high-yielding, and stress-tolerant varieties** such as wheat seeds and Technico's **TECHNITUBER®** potatoes.



Wheat seeds



Potato seed: Manpura Facility is spread across 10 acres with annual production capacity of 4 crore TECHNITUBER®

New Vector – ITCMAARS

Ushering in NextGen Agriculture

ITCMAARS (Metamarket for Advanced Agriculture and Rural Services) is a phygital agri ecosystem that **integrates digital tech with on-ground engagement, with Farmer Producer Organisations (FPOs) as the pivot** to enable farmer empowerment. Building on the e-Choupal ecosystem, ITCMAARS provides **hyper-local solutions, including personalised advisories, weather insights, input access, credit, and market linkages**. By enabling data-led decision-making and demand-responsive value chains, ITCMAARS helps enhance productivity, resilience, and farmer incomes at scale.

Physical Ecosystem ►►

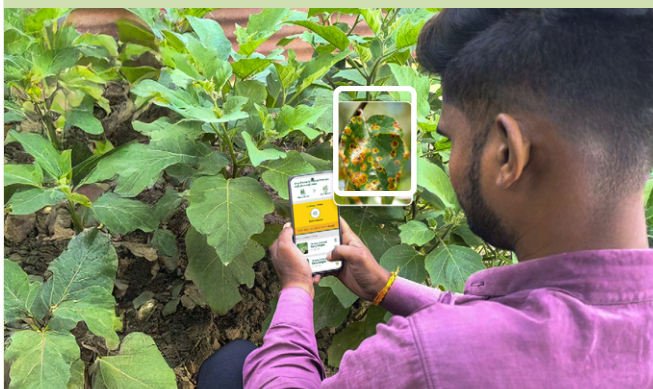
- **Farmer Engagement** – Nurturing FPOs as rural enterprises by aggregating farmers into collectives
- **ITC Field Teams** – Offering hyper-local training and information on crop management
- **Demonstration Plots** – Showcasing package of successful agri practices resulting in higher yields
- **Agri Inputs** – Providing scientifically curated kits customised for local conditions, including pest management and soil health
- **Engagement Centres** – Connecting farmers with ITC agri experts for personalised crop solutions



ITCMAARS
Metamarket for Advanced Agri & Rural Services

◀◀ Digital Adoption

- **Advisory** – With services like Crop Calendar, Crop Doctor, weather updates, etc. in the ITCMAARS app, supported by crop and soil-specific Nutrition/Fertiliser Calculator



- **Krishi Mitra** – Gen-AI powered chatbot for hyper-personalised advisory in voice and regional languages
- **Agri Inputs** – High-quality inputs, including seeds, nutrients, pest control, etc.
- **Credit Enablement** – Working capital for FPOs and Agri credit for farmers
- **Market Access** – E-marketplace for farm outputs

IMPACT

Initial estimates indicate increase in crop yields by **15-20%**, increasing net returns to farmers by **25-30%**

TARGET

Onboarding **4,000 FPOs** and reaching **1 crore farmers by 2030**

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Paperboards & Packaging

Market leader and environmental icon

ITC's Paperboards and Packaging Business is one of India's largest, anchored in **cutting-edge manufacturing, digital technologies, robust R&D, sustainable fibre value chain and strong environmental stewardship**. The business drives innovation in value-added paperboards, specialty papers and sustainable materials, whilst pioneering advances in recyclable and fibre-based alternatives as well as in digital and AI-led interventions like Industry 4.0 and digital twins.

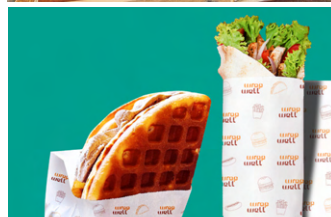
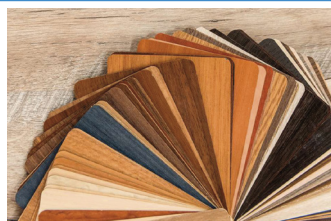
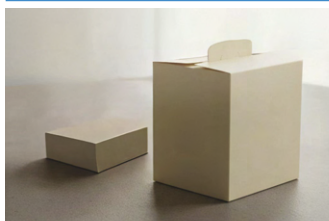


ITC's factory in Bhadrachalam is India's largest integrated paper plant



ITC's **sustainable fibre value chain** has cumulatively greened over **14 lakh acres**, leading to large-scale carbon sequestration and livelihood creation at scale

Strengthening the Core



Mono-material Paperboards, Brown folding cartons and Digital print-ready boards

Specialty papers like Décor Papers, food-grade wrapping paper and Superfine paper for printing books and publications

Cartons & Flexibles Packaging

Building Adjacencies — Sustainable Solutions



Filo series — FiloBev, FiloPack, FiloBowl & FiloTub
Barrier-coated Boards and Paper for creating compostable and fully recyclable food-grade packaging solutions



Bioseal Compostable Coating, compostable barrier solutions, and **Germ-free Anti-microbial Coating**, which support hygiene-sensitive applications, have been developed by ITC's Packaging Business as sustainable alternatives to plastic



Sign-up Green, sustainable 'rigid boards' that serve as alternatives to plastic-based indoor branding

Emerging Applications in Paperboards & Packaging

Moulded Fibre Products

ITC Fibre Innovations Limited, ITC's wholly owned subsidiary, has forayed into the **Moulded Fibre Products (MFP) space with a state-of-the-art manufacturing facility in Madhya Pradesh**. The products are made from natural fibres like wood, bamboo, and bagasse, making them a 100% recyclable alternative to single-use plastics. They offer sustainable packaging solutions across industries, including food service and delivery, pharmaceutical, cosmetics and electronics.



New Offerings



Ecobyte: A germ-free and grease-resistant product offering a safe and interactive packaging choice for all culinary creations



FiloBev Mini: Designed to replace single-use plastic and LDPE-coated cups (45 ml-90 ml) for serving beverages

Value-accretive Acquisition



ITC has signed a Business Transfer Agreement to acquire the Pulp and Paper undertaking of Aditya Birla Real Estate Limited, a strong strategic fit with ITC's Paperboards and Paper business

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Innovation and R&D

Spanning Product Development, Agri Business, Processes & Services

The ITC Next strategy drives innovation across Product Development, Agri Business, Processes and Services. ITC has set up the **ITC Life Sciences & Technology Centre (LSTC)** to be its epicentre in R&D. ITC LSTC houses **Centres of Excellence** in Biosciences, Agri-sciences and Materials, and robust **research platforms** for Beauty & Hygiene, Health & Wellness, Agro-forestry & Crop Sciences and Sustainable Packaging Materials. This integrated approach enables differentiated offerings, enhanced crop resilience and sustainable solutions aligned with evolving consumer and environmental priorities.

ITC LSTC: Recognised as India's Largest Private Sector Innovator

400+ scientists
900+ patents
55 labs
16 pilot plants for product development



Creating superior and differentiated products for the consumer



Right Shift: Jaggery cookies made with zero palm oil and no maida



Aashirvaad Besan: Specially prepared formula that locks in aroma and ensures lump-free besan mix



Mangaldeep: "Lo Smoke Technology" that releases lesser smoke with a better fragrance



Dermafique: Science-backed skincare designed for Indian skin



Engage: Innovations featuring Brazilian Maracuja and Roll Ons



Fama: Personal wash range with Japanese Hokkaido Milk – for non-sticky moisturised skin

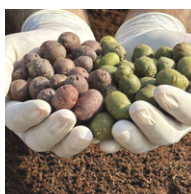
Science-based innovations in Agri

Innovations in Packaging



Improved and climate-resilient crop varieties

A new dwarf wheat variety developed in partnership with the Indian Agricultural Research Institute, providing superior Sharbati taste and quality, while increasing farmer income



TECHNITUBER®
Developing superior quality chip potatoes suitable for growing in Southern regions closer to factories



Eucalyptus

Development of High Yielding Eucalyptus varieties providing higher yield and improved farmer income



Subabul

Development of new high-yielding Subabul varieties, with better plantation success



Ecobyte

Compostable, repulpable, proprietary coating formulations providing a sustainable alternative to plastic packaging

Digital and FutureTech

In its journey to build a dynamic AI/ML-led digital ecosystem, ITC is powered by 'Mission DigiArc', a smart digital architecture anchored in a 'digital first' culture. ITC's vision is to embed next-generation digital capabilities across value chains, enabling data-driven insights, agile innovation, optimised operations, smart supply chains, and enhanced consumer and employee engagement for sustained competitive advantage.



Indicative image, generated using AI

Smart Insighting to Product Development



AI/GenAI-powered platforms like 'Sixth Sense' identify emerging focus areas, thus shortening product development cycles and ensuring quick-to-market advantage.

Smart Sourcing



Tools like Astra 2.0 leverage AI-powered advanced analytics for agri sourcing, helping decide when to buy, where to buy, and from whom to buy, including price prognosis and volume recommendations.

Smart Agri



To empower Indian farmers with cutting-edge agtech, the next horizon for ITCMAARS is being powered by IoT-based advisory, remote sensing, soil sensors and other FutureTech solutions.

Smart Consumer Engagement

Differentiated platforms to strengthen brand building



- FoodiesOnly
- Happy Tummy
- Once Upon a Time by Candyman
- Aashirvaad Chakki
- Bingo - Let's Boing!
- Sunfeast - Family-like Friends

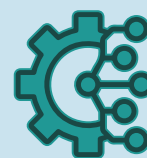
Risk Assessment Modelling

ITC leverages AI-enabled climate risk modelling tools to assess potential risks across operations and value chains, identifying 140 sites and prioritising adaptation strategies.



Smart Manufacturing

ITC is driving smart manufacturing by leveraging Industry 4.0 technologies to enable product and process optimisation across its operations.



Smart Distribution & Supply Chain

ITC's Trade Marketing and Distribution engine is now a data-driven, omnichannel ecosystem, powered by a suite of 25+ digital applications — Unnati, PACE, Lighthouse, Vistaar, Vajra, etc. — that deliver AI/ML-led insights, sharper outlet targeting, real-time execution and seamless retailer engagement at scale.

ITC's logistics has evolved into a smart, digitally orchestrated network, with platforms like Zen enabling integrated end-to-end planning and Drishti providing real-time, IoT-enabled visibility of shipments.



ITC: Building a Future-Forward Enterprise for a Viksit Bharat

Climate Action Initiatives

Carbon Positive — 21 Yrs

Water Positive — 24 Yrs

Solid Waste Recycling Positive — 19 Yrs

ITC's climate action, anchored in its Sustainability 2.0 agenda, combines **climate risk assessment, decarbonisation, adaptation, ecosystem restoration and circularity**. ITC has set a target of achieving Net Zero Operations by 2050, while actively reducing GHG intensity and scaling green infrastructure, including renewable energy. **Climate-smart agriculture, social and farm forestry, and water stewardship programmes** build climate resilience and adaptive capacity across value chains.

Climate Risk Assessment



ITC has used different purpose-specific AI tools for carrying out climate risk assessments at **140 sites** for rainfall, flood, heat, drought and wind, as well as detailed farm-level studies on its **agri value chains**. Based on the assessments, it has undertaken targeted site-specific interventions to climate-proof its physical infrastructure, build resilience in agriculture and support climate adaptation. This has helped ITC integrate climate science, advanced technologies and data-driven insights into its sustainability strategy.

Decarbonisation

- **51% of total energy from renewable sources**
- **17 Platinum Rated Green buildings**

ITC is advancing decarbonisation through scaled adoption of renewable energy, enhancing energy efficiency and enabling low-carbon operations. Its portfolio of world-class green buildings and green infrastructure reinforces climate resilience while accelerating the transition to a net-zero future.



The High Pressure Recovery Boiler at Bhadrachalam significantly enhances the paper plant's energy efficiency and ITC's decarbonisation efforts

Climate Adaptation

- **Climate Smart Agriculture: Over 30 lakh acres; 12 lakh+ farmers**
- **Water Stewardship: Over 38,500 water structures**
- **Afforestation: Cumulatively covered over 14 lakh acres**

ITC's adaptation interventions focus on building resilience across agri value chains and climate-proofing physical infrastructure. These include climate smart agriculture, augmenting water supply through integrated watershed development, optimising demand and rejuvenating river sub-basins, as well as afforestation at scale.



Climate Smart Agriculture



Water Stewardship



Afforestation

Transforming Lives and Livelihoods

ITC's Social Investments Programme

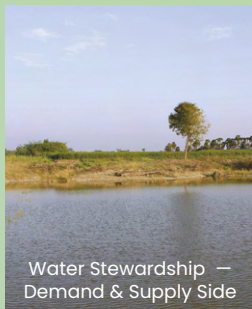
60 Lakh
women reached

275
districts

200+
partners

Short-term impact horizon

Nurturing Natural Resource Ecosystems



Water Stewardship — Demand & Supply Side



Climate Smart Agriculture



Social Forestry



Animal Husbandry

Nurturing Human Capital



Skilling



Women-led Micro Enterprises

Strengthening Public & Community Health Ecosystems



Rural Healthcare Services — Swasth Kiran



Sanitation

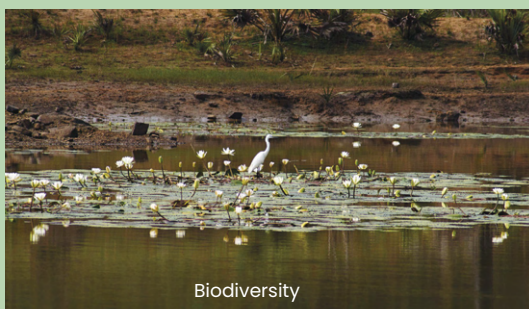
Long-term impact horizon



River Sub-basin Rejuvenation



Soil Health



Biodiversity



Support to Education



Women Empowerment



Maternal, Child Health & Nutrition



Waste Management/ Circular Economy

ITC: Building a Future-Forward Enterprise for a Viksit Bharat

ITC Infotech: Driving NextGen Enterprise Transformation with Domain-led AI and Digital Innovation



ITC Infotech, a wholly owned subsidiary of ITC Limited, is strengthening its position as a strategic technology partner by advancing **AI-led engineering capabilities** and driving **next-generation enterprise transformation**. The company is amongst the fastest-growing IT services firms in India, with top quartile revenue growth in the last few years and industry-leading EBITDA margins at 18.5%. The company has received **one of the highest Customer Experience Scores** in the Indian IT services industry, marking a lifetime high.

Emerging Value Pools

- **Agentic re-imagining of legacy offerings:** Application Management, Infrastructure, SAP, Testing and Data Services
- **Full-stack Agentic platforms:**   
- **Agentification of business services:** Ramp up of market-leading solutions across its focus industries
- **Re-imagining 'Data for AI':** AI-enabled data engineering, data generation and monetisation



Scaling Strategic Capabilities

- Launch of Digital & AI Experience Centres & Labs in Bengaluru & Kolkata
- Launch of AI Studio in Pune



Expanding Global Footprint

- Digital & AI Engineering Hubs launched in Riyadh & Melbourne
- Presence in over 35 countries

Industry & Analyst Recognitions

- ITC Infotech strengthened its market positioning through industry and analyst recognitions across **Avasant, Forrester, ISG, and HFS**, highlighting its growing leadership in digital engineering, AI-led services, and enterprise transformation.
- Winner of 16th Aegis Graham Bell Awards under the category **Innovation in Gen AI-AI Infra, Orchestration & Platforms**.



ITC HOTELS LIMITED

150+
Hotels

14,200+
Keys

95+
Destinations

7 Distinct Hotel Brands: Iconic Luxury to Boutique Leisure



ITC HOTELS
RESPONSIBLE LUXURY

MEMENTOS

EPIQ
COLLECTION

WELCOMHOTEL

STORII

FORTUNE

WelcomHeritage

Expanding Footprint: Select New Openings in 2025-26



Storil by ITC Hotels Castle Kanota, Jaipur



Welcomhotel by ITC Hotels,
Bodh Gaya Hotel & Convention Centre



Storil by ITC Hotels, Jawai

Openings
29 hotels
in 24 months

Signings
63 hotels
in 24 months

Target 2031:
250 properties, 22,000+ keys

Food & Beverage Supremacy: Signature Cuisine Brands

Dum Pukht
The Grand Cuisine of India

Kebabs & Kurries

BUKHARA

Royal Vega
Luxury Vegetarian Cuisine of India

YI JING

The Royal Afghan
Robust Flavours of the North-West Frontier

Dakshin

CAJSA
GLOBAL FLAVOURS

Ottimo
Cucina Italiana

avartana
Southern Vegetarian Cuisine of India

THE
PAVILION

PESHAWRI

eda

Trailblazer in 'Responsible Luxury' & Sustainability



ITC Gardenia is now a
LEED® Zero Water Certified hotel

Awarded
'World's Leading Sustainable Organisation'
at World Sustainable Travel & Hospitality Awards (WSTHA) 2025

World's First **12 LEED® Zero Carbon** Certified Hotels

Leading Hotel Chain globally with
12 LEED® Zero Water Certified Hotels

23 LEED Platinum® Certified Hotels