



Enduring Value

ITC LIMITED



**EMPOWERING FARMERS
ENCOURAGING PLANET-FRIENDLY CROPS
OFFERING HEALTHIER FOOD CHOICES FOR CONSUMERS**



ITC is leveraging its enterprise strengths in agriculture, food and hospitality to launch ITC Mission Millets with multi-dimensional interventions.

Milletts are a planet-friendly crop with low carbon and water footprint, greater climate resilience and nutritionally superior attributes. It is therefore a win-win for farmers, consumers and the planet.

ITC recognizes that a significant scale-up in millet production and consumption will require a focused movement. Accordingly, ITC has powered a strategic 3-pillar model as follows:

- 1** Development of a 'good-for-you' product portfolio
- 2** Implementation of sustainable farming systems
- 3** Enhancing consumer awareness through an educate, empower & encourage approach



2023 has been declared as the International year of Millets, a movement spearheaded by the Hon'ble Prime Minister.

ITC is committed to work towards the Nation's vision to ensure that India's traditional millets become the world's super-food for the future.

Creating a 'GOOD-FOR-YOU' millet-based product portfolio

- Traditional to modern formats
- Products for all age groups
- An answer for every meal occasion
- Varied portfolio with graded millet composition



Multi-dimensional options to traverse the journey of millets consumption

Empowering Farmers

ITC is powering an agri value-chain in millets, anchored by ITCMAARS, which is embedded with a full stack AgriTech platform with FPOs as the pivot. The planet-friendly crop is also a more secure option for small farmers. ITC has already implemented PPP Projects in Maharashtra and Andhra Pradesh in partnership with the Indian Institute of Millets Research, Hyderabad. We envisage a scale-up of this programme in the near future with increasing demand for millets.



Enhancing consumer adoption through ITC Community Initiatives

Enabling behaviour change through Education, Empowerment and Encouragement for millets consumption.



Millet-based products across food categories

Flours



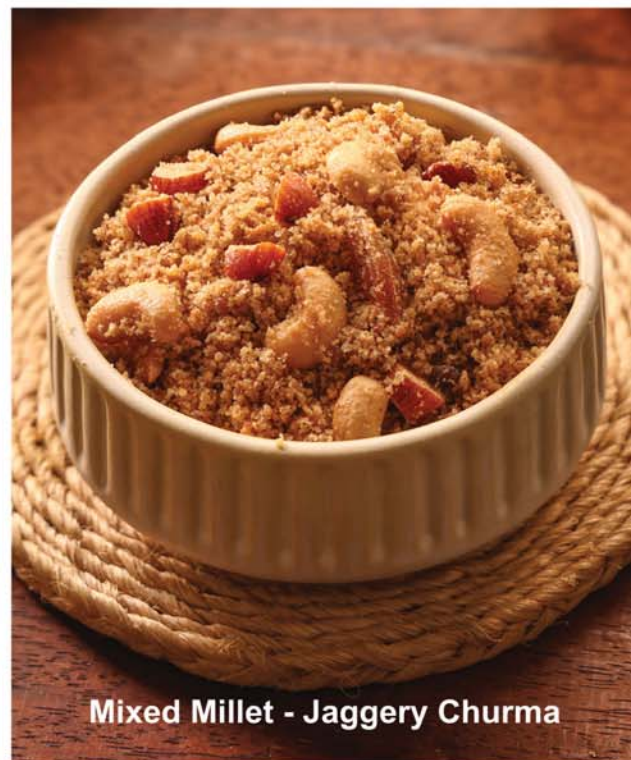
ITC Aashirvaad Soul Creations



Achari Millet Khichdi



Lehsuni Millet Khichdi



Mixed Millet - Jaggery Churma

Vermicelli



Ready-To-Eat





Biscuits & Cookies



Noodles



Subz Achari Millet Khichdi



Plain Millet Khichdi



Subz Millet Khichdi



Confectionery

Snacks



Finest Culinary Experiences With Millets

ITC Hotels, a trailblazer in Responsible Luxury offers some of the finest culinary experiences to its discerning guests and has incorporated millets in its distinct cuisine. In order to introduce to the world the delicacies that can be crafted out of millets, that not only stimulate the taste buds but also take care of the nutritional value, ITC has put together breakfast, lunch and dinner buffets with an array of millet-based dishes and is preparing to eventually launch an à la carte menu to bring to the fore the invaluable nature of the crop. In addition, ITC Hotels has also crafted unique millet-based recipes.



Hotel Buffet Spread



Multi Millet Khandvi Tempered with Curry Leaves and Mustard Seeds



Amaranth (Rajgira) Beetroot Kebab



Assorted Millet Breads of Finger Millet, Sorghum, Little Millet and Pearl Millet



Finger Millet (Ragi) Tortillas with Pulled Jackfruit and Crisp Banana Salad



Jowar Toor Dal Tadka (Spiced Sorghum Lentils)



Sorghum Risotto with Asparagus and Native Cheese



Lapsi Foxtail Millet (Kangani) Sweet Porridge



Multi Millet Cookies



Pearl Millet and Barley Tea Cake



Jowar Aur Kathal Ka Haleem (Millet Haleem made with Jackfruit)



Balinese Curry Bowl with Barnyard Millet (Sanwa)



Jowar Ki Dal, Ragi Roti with Dahi Matha



Enduring Value

NATION FIRST
Sab Saath Badhein

www.itcportal.com

