



ITC's Brands: Empowering Value Chains

A conscious strategy to drive the competitiveness of value chains linked to its businesses enables ITC to make a more enduring contribution to national economic development. ITC's winning brands drive synergies to make these value chains sustainable and inclusive. At the same time, by nurturing and strengthening these value chains, ITC adds a unique source of competitive strength to its brands. These value chains contribute to farmer empowerment and enrich the rural ecosystem.

ITC's Farm-to-Fork Value Chain

ITC's agri value chain provides a unique competitive edge to the Company's Foods Business by sourcing identity-preserved high-quality agricultural raw material that enables manufacturing of world-class food brands with consumer-preferred value traits. This is manifest in brands like Aashirvaad Atta, Aashirvaad Spices, Bingo! chips, ITC Master Chef Super Safe Spices and B Natural juices that source wheat, chillies, turmeric, coriander, potato, fruits, among others, from the farmer.





ITC's Paper Value Chain

ITC's large-scale Afforestation Programme provides sustainable livelihoods to marginal and tribal households along with a commercially viable land use option. These renewable plantations contribute to the carbon sequestration and soil conservation objectives of the country and enable ITC to offer the greenest paper and paperboards products manifest in stationery brands such as Classmate and Paperkraft, whilst creating largescale livelihoods. These plantations also provide a competitive source of wood pulp to ITC's Paperboards and Specialty Papers Business. ITC has also developed a unique agro-forestry model, which enables marginal households to convert their low productivity lands into pulpwood plantations, while at the same time helping derisk the farmer through additional production of crops within the same land area.

