



ITC: 12 Initiatives to Fight COVID-19

[#ITCFightsCovid19](#)

ITC's 12 Ways to Fight Covid-19 Pandemic

Rs 150 Crore
Covid-19 Contingency
Fund created

01



Reaching essential
products
across India

03



Providing **food & hygiene** products to the **vulnerable**

05



Working with farmers through ITC's farmer network

07



Ensuring **employee well-being and safety**

09



Generating awareness through **brand & business campaigns**

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02

Rs 100 Crore
pledged for
#PM Cares Fund



04

Ramping up **Savlon Hand Sanitiser** production



06

Distributing **cooked meals** to the **needy & migrant workers**



08

Collaborating with NGOs to supply **essential food items** to the **elderly and children**



10

Supporting **partners** and encouraging **frontline warriors** of ITC



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Providing **food to the distressed** & provisioning quarantine spaces - ITC Hotels

#ITCFightsCovid19

#FightCoronaTogether

#IndiaFirst | #SabSaathBadhein

#1

Rs 150 Cr COVID Contingency Fund Created

- ITC has set up a **Contingency Fund of Rs 150 crore** to address and manage the challenges arising out of the COVID-19 outbreak
- An initiative is in line with ITC's credo of 'Nation First – Sab Saath Badhein', that focusses on inclusive and sustainable progress, particularly that of vulnerable sections, many of whom reside in rural India
- The fund is being used to **provide relief to the vulnerable and most needy sections of society** who have been harshly impacted by the pandemic and are facing significant disruption in their livelihoods

ITC marks ₹150 crore fund to fight the coronavirus

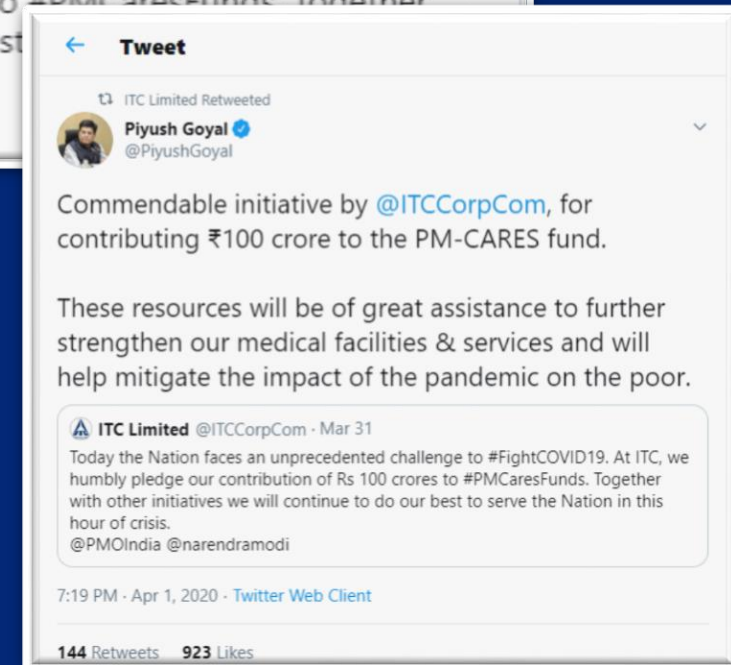
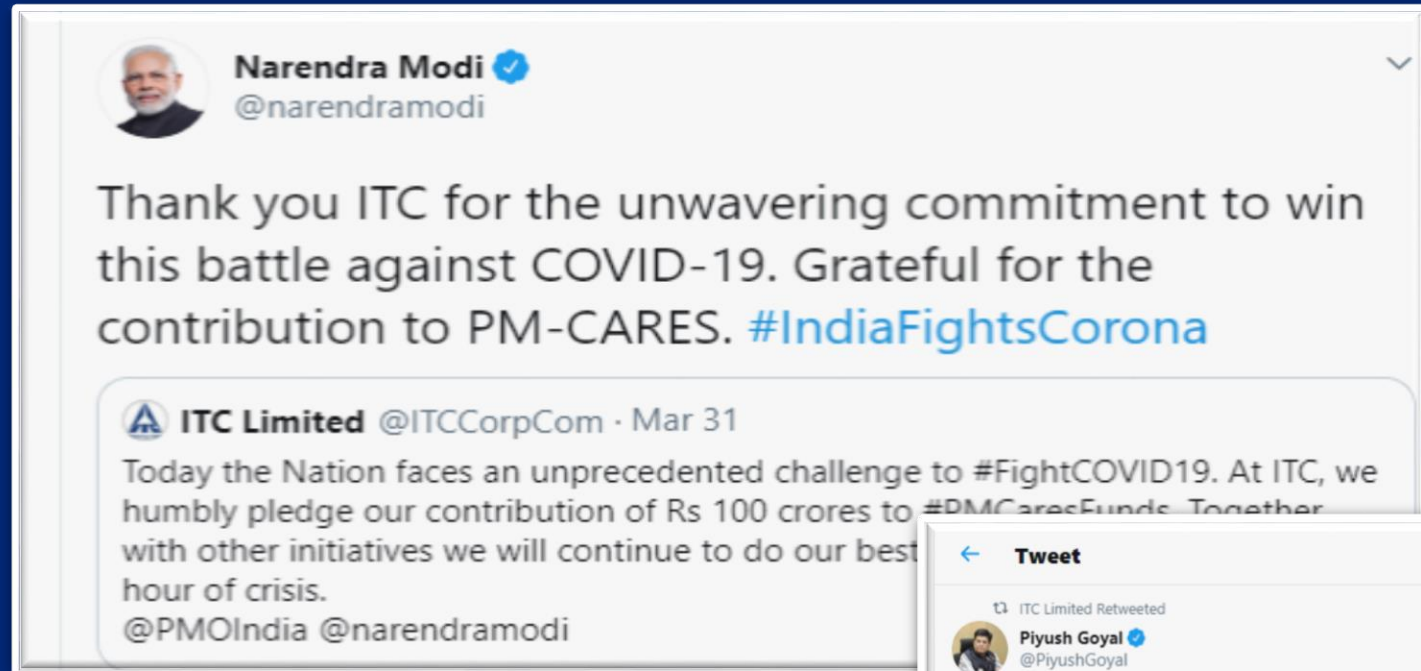
New Delhi: ITC Ltd on Friday announced setting up of a ₹150-crore coronavirus contingency fund for vulnerable sections of society. Apart from setting up of the fund, the company said it will collaborate with authorities to provide assistance to district health and rural healthcare eco-system that reaches out to the weakest sections of society.



#2

Rs 100 Cr Pledged for #PMCaresFund

To make a humble contribution to the Government's efforts in mitigating the crisis, ITC has pledged a contribution of **Rs 100 crore to the #PMCaresFund.**



#3

Reaching Essential Products Across India

- Adequate **availability of essential items**, particularly food and hygiene products, is critical during such challenging times.
- Despite the limitations on transport availability and manpower shortage, **ITC has made tireless efforts across the supply chain right from sourcing to manufacturing and distribution, to reach essential items** across the country with the help of State authorities
- **ITC Foods has also partnered with Domino's to deliver essential items at doorsteps** of households. A combo pack of Aashirvaad Atta and spices including chili, coriander and turmeric powder is being delivered to customers

Domino's boys to soon deliver ITC atta, spices

AVISHEK RAKSHIT
Kolkata, 2 April

In a first-of-its-kind partnership between a quick-service restaurant and a fast-moving consumer goods company, Jubilant FoodWorks, the master franchisee of the Domino's brand in India, has tied up with ITC to deliver essential commodities at the consumers' doorsteps.

The partnership aims to maximise the sales and distribution channels of both firms, while encouraging consumers to stay at home and receive essentials during the coronavirus disease (Covid-19) outbreak.



The service will be available in Bengaluru first and will then be expanded to Noida, Mumbai, Kolkata, Chennai and Hyderabad

ITC continues manufacturing of essential items with limited workforce

Capital Market
Last Updated at March 27, 2020 13:04 IST



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ITC marks Rs 150-cr fund to fight COVID-19

ITC setting up Rs 150 crore COVID-19 fund for underprivileged

ITC allots 18.21 lakh equity shares under ESOS

ITC Q3 net profit jumps 29 pc at Rs 4,047.87 crore

ITC's acquisition fails to

Due to COVID-19

ITC announced that in the context of the situation arising due to spread of COVID-19 and the directives received from the Central & State Governments and local bodies, the company's factories manufacturing essential items like atta, noodles, biscuits, snacks, soaps, sanitisers etc. are operating partially with limited workforce. Apart from the factories manufacturing essential items, as stated above, the Company has suspended operations at its factories and plant locations.

now contribute to 87 per cent of total delivery sales.

The Domino's App saw 4.1 million downloads during the period. On a cumulative basis, the Domino's app has seen a download count of 12.7 million.

"We have redoubled our efforts to expand availability of food products by leveraging various avenues and channels that connect seamlessly with consumers. This valuable partnership with Domino's during this pandemic will enable us to fulfil the rising demand for food products like Aashirvaad atta and spices," said Hemant Malik, divisional chief executive of the foods division at ITC.

At the onset of the Covid-19 outbreak, ITC had focused on contingency and business continuity plans and has been producing and supplying essential items only.

#4

Ramping up Savlon Hand Sanitiser Production

- Apart from social distancing and face masks, frequent use of hand sanitisers is the most important tool to break the transmission chain of the coronavirus
- ITC's Personal Care Products Business has ramped up production of Savlon sanitiser to cater to the heightened demand
- To address this larger national priority during a challenging time, ITC's **state-of-the-art perfume manufacturing facility in Himachal Pradesh has been repurposed to produce Savlon sanitisers** to cater to the soaring demand
- This facility will help produce an **additional 1,25,000 litres** of Savlon Hand Sanitiser



ITC to make sanitizers at its perfume factory in Himachal

New Delhi: ITC Ltd on Tuesday said it has commenced production of Savlon sanitizers at its newly-commissioned perfume manufacturing facility in Himachal Pradesh as it steps up efforts to meet increasing demand for hygiene products amid the covid-19 pandemic. ITC has repurposed the factory to help produce an additional 125,000 litres of Savlon hand sanitizers, the company said in a statement. "This initiative reinforces our efforts to



enable enhanced production and supply of Savlon range of hygiene products in the market, which is the need of the hour to help fight the virus and contain its spread," said Sameer Satpathy, chief executive, personal care products, ITC.

SUNEERA TANDON



#6 Distributing cooked meals to the needy and migrant workers

- ITC factories in Saharanpur, UP, and Munger, Bihar, well as ITC teams in Patna have been providing more than **3,500 cooked meals per day** in proximate areas
- ITC Hotels is also providing **daily meals** to the distressed (see #10 for details)
- ITC's Paperboards and Specialty Papers Business has been distributing **over 1,400 meals** to migrant labourers around the factory in Bhadrachalam
- ITC factories are providing extensive support to Governments across different states, based on the requirements of the local administration as well as hospitals

ITC provides support to Centre, state govts amid virus pandemic

NEW DELHI: Leveraging its rich expertise in food and hospitality services, ITC Hotels is providing extensive support to both Central and state governments across different cities during this pandemic. The key initiative has been food distribution across cities based on the requirements of the local administration as well as hospitals. ITC Maurya and Sheraton in New Delhi have been providing over 1500 meals daily for distribution to migrant workers.

ITC Gardenia in Bengaluru is lending its support with 1000 food packets daily for 15 days (15000 meals) to the Municipal Corporation. ITC Grand Central in Mumbai has made arrangements to deliver meals to doctors in MG Hospital.

Food has also been catered to doctors at the Kasturba Hospital in Mumbai by ITC Grand Central. Fortune Hotel in Lucknow is also lending assistance through the provision of more than 1000 meals per day.

This initiative will be progressively rolled out in other metros including Kolkata, Chennai and Hyderabad. In addition to providing meals, ITC Hotel properties in Jaipur and Goa have made meaningful contributions by providing shower caps for doctors and healthcare workers as well as ensuring availability of sanitisers. ITC Maratha was identified as one of the quarantine spaces by the Mumbai Municipal Corporation.

ITC Hotels is also working closely with the local administration and embassies and offered similar space at ITC Grand Chola and ITC Kohenur to enable stopover of asymptomatic international travellers as and when required. **MPOST**

- This is challenging time for supply of agri-commodities in the markets
- **ITC's Agri Business is leveraging its institutional capabilities** and other structural advantages to explore the options of engaging its farmer network and **initiating purchase of farm produce** with help from Government authorities
- ITC is also making efforts to **educate farmers** and their family members to adopt preventive measures to contain the spread of COVID-19 in their communities
- Leveraging mobile technologies such as ITC e-Choupal 4.0 and local field staff strength to ensure continuity of farming by **handholding farmers on best practices**

Dealing with lockdown: How ITC Agri is working around farm supply hurdles

KV KURMANATH'

Hyderabad, April 2

The Centre as well as State governments have taken care to exempt agricultural activities from various restrictions while implementing the 21-day lockdown.

As the rabi season comes to a close in one or two weeks and harvesting horticultural and vegetable crops needs labourers and transport vehicles, farmers are facing several challenges – in protecting the crop, harvesting it and marketing the produce.

Even as farmers face such challenges, what about the companies that depend on agri produce as raw material?

rivals in the market. After the initial challenges, the procurement of potato for storage has improved as the authorities have ensured eased movement," S Sivakumar, Head, Agri and IT Business of ITC Agri Business, told *BusinessLine*. "However, villages far from major cities are adversely impacted as perishables are not getting picked up and demand is down," he said.

ITC Agri Business is working on leveraging its institutional capabilities and structural advantages to engage its farmer network and initiate purchase



S Sivakumar, Head, Agri and IT Business of ITC Agri Business

ation and loss of income to the farming community. It is important that the crop chain operations – including procurement, logistics, manufacturing, export and domestic sales – operate continuously to ensure fair prices to the community, he

straints in moving wheat supplies to *atta* factories across State borders due to paucity of trucks. "Shortage of labour for loading and unloading operations is also a bottleneck at the moment," he said.

"We are trying to optimise the dispatches by leveraging other modes of transportation such as rail and coastal route wherever possible," he said.

At the food processing level, ITC has been working closely with State authorities and local administration to ensure the availability of

impacted together with the challenge of shortage of manpower in food factories. We believe it will take a few more days for the entire ecosystem and processes to be streamlined for the movement of essential goods," he added.

Extension services

ITC is leveraging mobile technologies such as e-Choupal 4.0 and its local field staff to ensure continuity in farming. The aim is to hand-hold farmers on best practices.

"For example, in Andhra Pradesh, ITC field staff are supporting farmers in the adoption of farmer friendly

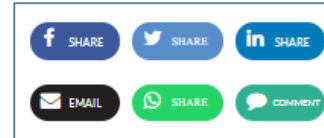


#8 Collaborating with NGOs to supply essentials to the elderly & children

- In this pandemic, the children and the elderly community are the most impacted and require additional support and assistance in tiding through these difficult times
- ITC's Foods Division specially curated boxes – **Aashirvaad Box of Hope and Sunfeast Box of Happiness** and is sending food supplies to those severely impacted by the current lockdown
- The initiative is being implemented with 3 leading NGOs - Child Rights and You (CRY), SOS Children's Village India and another eminent NGO

ITC's food division curates 'Boxes of Hope and Happiness' during Covid-19

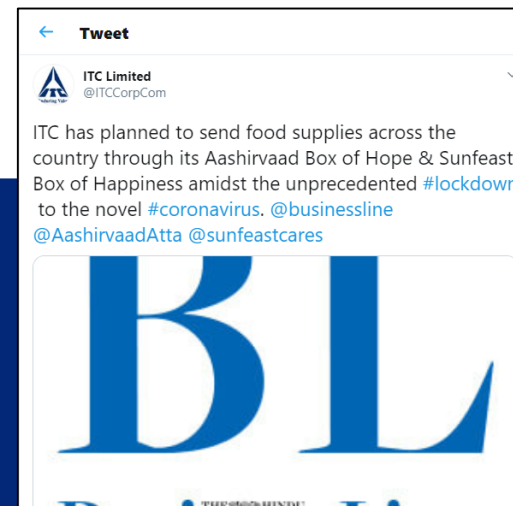
Prashasti Awasthi | Mumbai | Updated on April 04, 2020 | Published on April 04, 2020



ITC has planned to send food supplies across the country through its Aashirvaad Box of Hope and Sunfeast Box of Happiness amidst the unprecedented novel coronavirus, as per the company's release. The company has joined hands with three governmental organisations to deliver essential food supplies to those severely impacted by the current lockdown.

ITC partners NGOs to deliver food supplies

New Delhi: ITC has joined hands with three NGOs in building a network to deliver essential food supplies to those severely impacted by the current lockdown, as per a release. Child Rights and You, SOS Children's Village India and another eminent NGO will help implement this initiative. This program will be implemented by the respective volunteers of the NGOs in each state. **ENS**



9 Supporting partners and encouraging frontline warriors of ITC

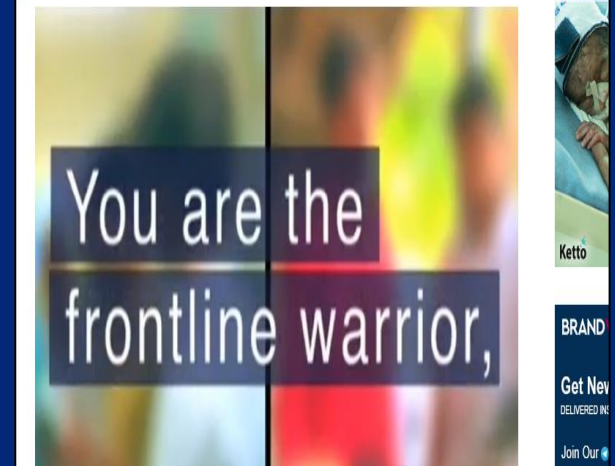
- While the nation fights its worst pandemic in recent times, the importance of ensuring the wellbeing of the frontline warriors remain paramount.
- To keep the morale of the frontline workers who are making things possible for others by risking themselves and going the extra mile, ITC decided to create motivational communication
- A **special video campaign** was launched **saluting ITC's everyday warriors** who keep our factories, warehouses, distribution & agriculture operation running so that essential food and hygiene products reach every corner of India in these testing times



ITC salutes frontline workers for their efforts during coronavirus

By: BrandWagon Online | Published: April 3, 2020 5:46:09 PM

The conglomerate has released a campaign thanking its employees for ensuring availability of essentials for the nation amid coronavirus



#10 Providing food to the distressed & provisioning quarantine spaces – ITC Hotels

- ITC Hotels is working closely with central and state governments across different cities for **distribution of foods** on the requirements of the local administration as well as hospitals
 - ✓ ITC Maurya as well as Sheraton New Delhi have been providing **over 1500 meals daily** for distribution to migrant workers.
 - ✓ ITC Gardenia in Bengaluru is lending its support with **1000 food packets daily for 15 days** to the Municipal Corporation.
 - ✓ ITC Grand Central in Mumbai has made arrangements to deliver meals to Doctors in MG Hospital and Kasturba Hospital
 - ✓ Fortune Hotel in Lucknow is also lending assistance through the provision of more than 1000 meals per day.
- ITC Maratha was identified as one of the quarantine spaces by the Mumbai Municipal Corporation
- ITC Grand Chola & ITC Kohenur has been offered to enable stopover of asymptomatic international travellers as and when required

AROUND 45K ROOMS SET ASIDE

Hotels Open Doors in Fight Against Virus

Anumeha.Chaturvedi@timesgroup.com

New Delhi: About 45,000 hotel rooms across the country belonging to ITC, Indian Hotels Company (IHCL), The Lalit, Lemon Tree and others have been set aside for quarantining suspect patients, asymptomatic travellers or for accommodating medical staff battling the Covid-19 outbreak. More rooms could be allocated for the purpose, said people with knowledge of the matter. Hospitality chains have also been providing meals for those at the frontline.

Efforts at getting more rooms were ramped up after the tourism ministry sent letters to industry associations to liaise with state governments on such measures. Some of the rooms are being provided on a pro bono basis, while others are being charged at a discounted rate. Tourists stuck in India because of the travel ban have also been accommodated in some of these rooms.

"We have written to hotel associations and states to work together on this," a ministry official said. "We have asked hotels to provide help wherever required."

The Federation of Hotel and Restaurant Associations of India (FHRAI) said members are extending support at the regional, state and city levels.

Room Service
Around **45,000** rooms across India set aside for Covid-19: FHRAI

Chains like IHCL, ITC Hotels, The Lalit, Lemon Tree & others offering quarantining, accommodation for medical staff

Efforts ramped up after tourism ministry wrote to industry bodies, states

Besides rooms, hotel chains and associations also assisting with daily meals for impacted people

Providing Free Meals Too >>> 7

Providing Free Meals Too

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"Going by estimates and inputs received from members in different parts of India, in total, around 45,000 rooms have been offered to the local authorities and NGOs," said FHRAI vice president Gurbaxish Singh Kohli. "The hospitality industry and its entrepreneurs have opened their doors to support the people and the central, state and local authorities to combat the Covid-19 pandemic."

The establishments range from five-star deluxe hotels to lesser known standalone properties.

On Friday, the Tata Group's IHCL-located rooms in the Taj Mahal Palace, Taj Lands End, Taj Santacruz and The President hotels in Mumbai for providing accommodation to health workers. IHCL's Ginger hotels in locations such as Bhubaneswar, Faridabad and Bengaluru are providing rooms for quarantining people. Ginger hotels in Mumbai and Noida have been set aside for medical workers.

Besides the ITC Maratha in Mumbai, ITC Hotels has also set aside rooms in a Bengaluru hotel for quarantining people. The Delhi government announced this week that doctors on Covid-19 duty in the city will be housed at The Lalit. Lemon Tree Hotels is offering quarantining facilities for asymptomatic people in Delhi, Gurugram and Bengaluru.

The Federation of Associations in Indian Tourism and Hospitality (FAITH) has been apprising the tourism ministry of rooms set aside. FAITH chairman Nakul Anand wrote to the ministry detailing the list of measures being undertaken by different chains on March 30. He said he will continue to update this information.

Chains such as IHCL, ITC, Marriott, and Sarovar Hotels have also been providing free meals to the health departments of various states, government hospitals and police stations.

FOOD DELIVERIES FOOD

COVID-19: How Hyderabad's star hotels meet special demands

Prabalika M. Borah

HYDERABAD, APRIL 04, 2020 14:44 IST
UPDATED: APRIL 04, 2020 15:31 IST

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#11 Generating awareness through brand and business campaigns

- ITC's business divisions and brands have also initiated programmes across the country on awareness building
- ITC **Savlon brand** is working tirelessly to enhance awareness about the importance of hand hygiene through campaigns.
- In another initiative, ITC's notebook brand **Classmate** has also introduced a social media campaign to keep students spirited and engaged creatively during the lockdown period
- **Company doctors at the factories of ITC's Paperboards and Specialty Papers Business conducted awareness camps** for communities in their catchments
- The Business also **disinfected around 18 villages** around the Bhadrachalam factory



#12 Ensuring employee well-being and safety

- ITC has initiated a slew of measures to keep the operations running for supply of essential items, as well as to ensure safety of those who are working
- Measures include:
 - ✓ **Contingency Management Teams** at all locations
 - ✓ Manufacturing facilities to have **minimal staff**
 - ✓ Heightened level of **strict protocols for personal hygiene, sanitation and social distancing** in factories
 - ✓ **Safety precaution** including supply of sanitiser, protective gear, masks, regular temperature checks, staggered work timings and availability of 24x7 medical support
- **Around 4,000 ITC employees** are working remotely and from home every day using video conferencing leveraging ITC Infotech's backbone



Thank You

#ITCFightsCovid19