



Enduring Value

NATION FIRST: SAB SAATH BADHEIN

Creating Enduring Value Through Responsible Competitiveness

Focus on FMCG Business, Digital & Sustainability

*Morgan Stanley Investor Conference
9th June, 2021*

This presentation contains certain forward-looking statements including those describing the Company's strategies, strategic direction, objectives, future prospects, estimates etc. Investors are cautioned that "forward looking statements" are based on certain assumptions of future events over which the Company exercises no control. Therefore there can be no guarantee as to their accuracy and readers are advised not to place any undue reliance on these forward looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. These statements involve a number of risks, uncertainties and other factors that could cause actual results or positions to differ materially from those that may be projected or implied by these forward looking statements. Such risks and uncertainties include, but are not limited to: growth, competition, acquisitions, domestic and international economic conditions affecting demand, supply and price conditions in the various businesses in the Company's portfolio, changes in Government regulations, tax regimes and other statutes, and the ability to attract and retain high quality human resource.

Branded Packaged Foods



Personal Care Products

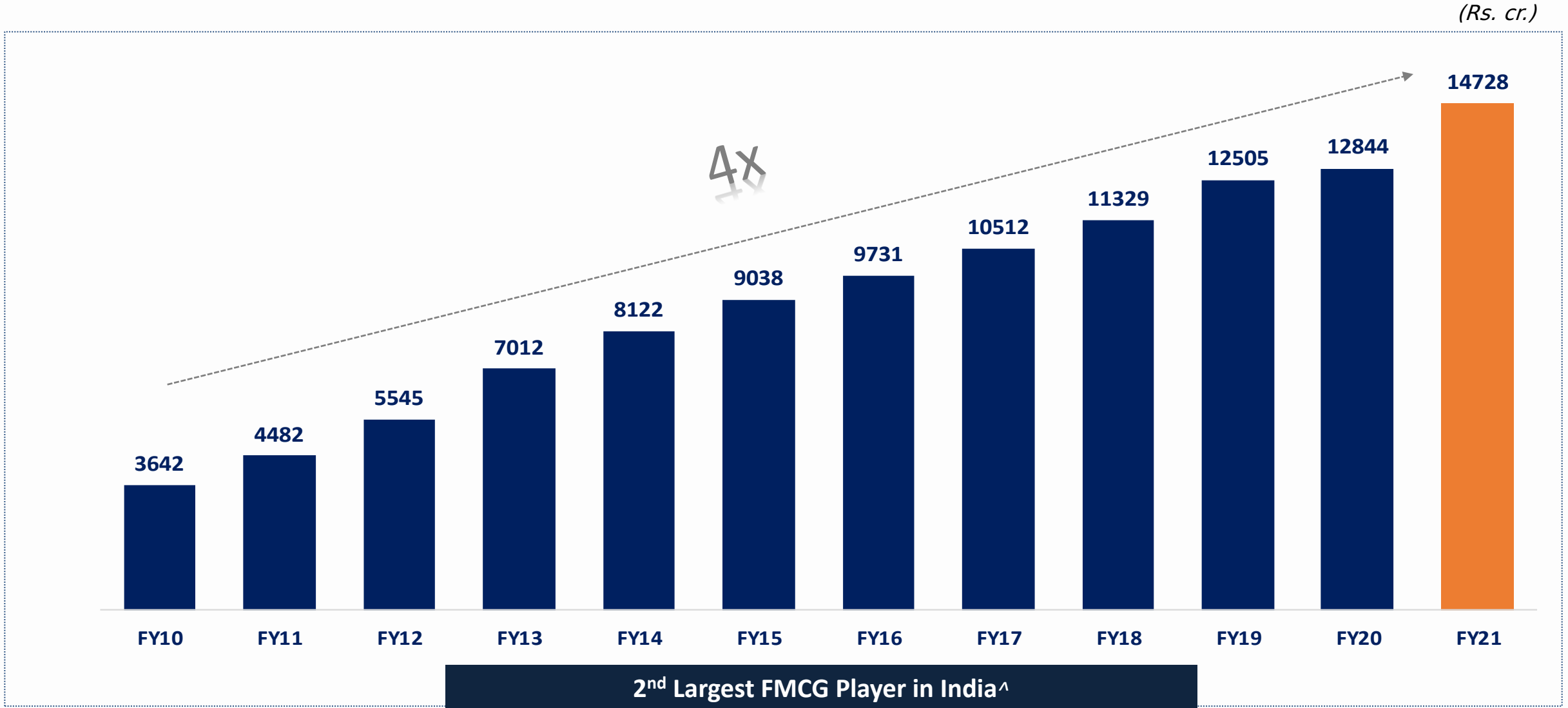


Education & Stationery Products



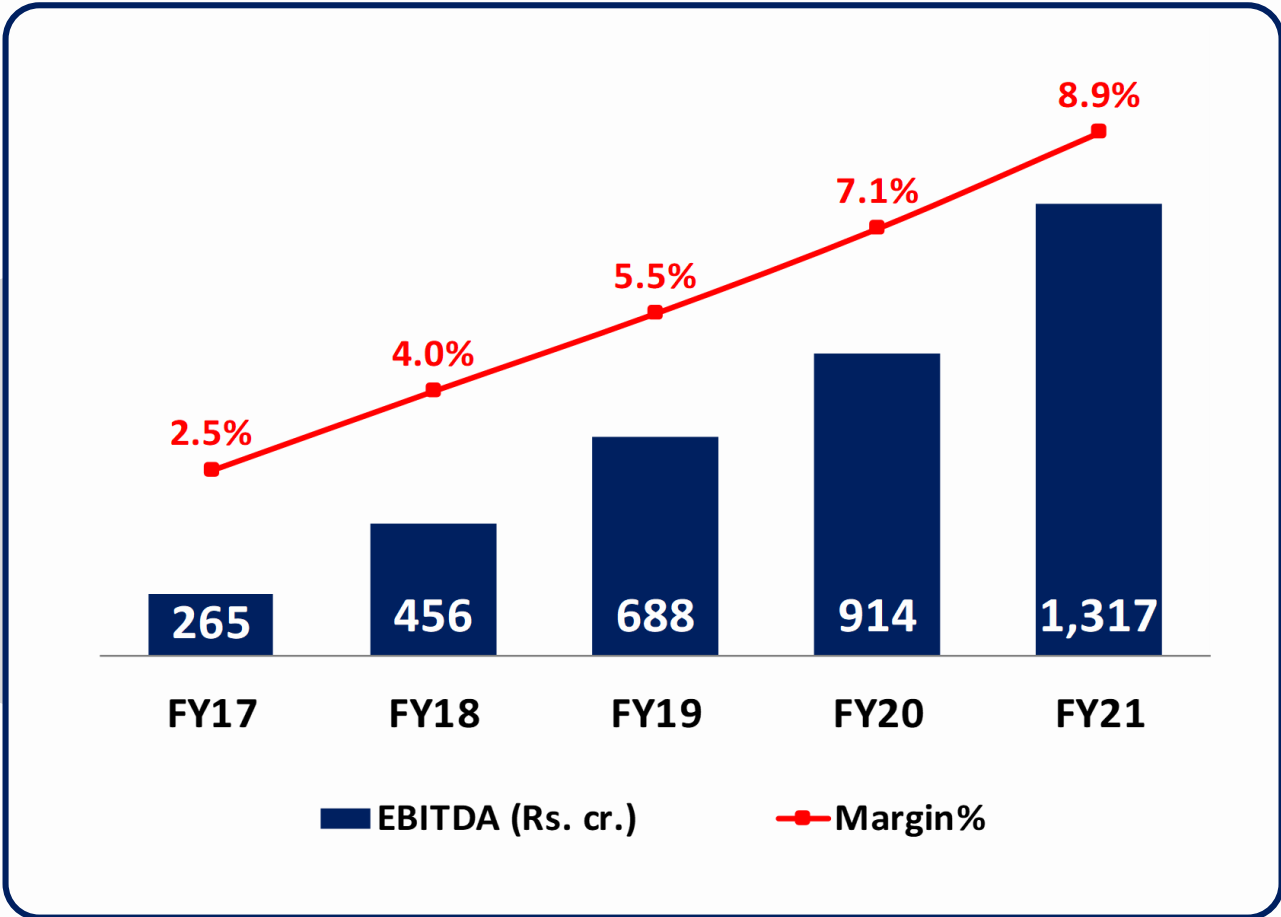
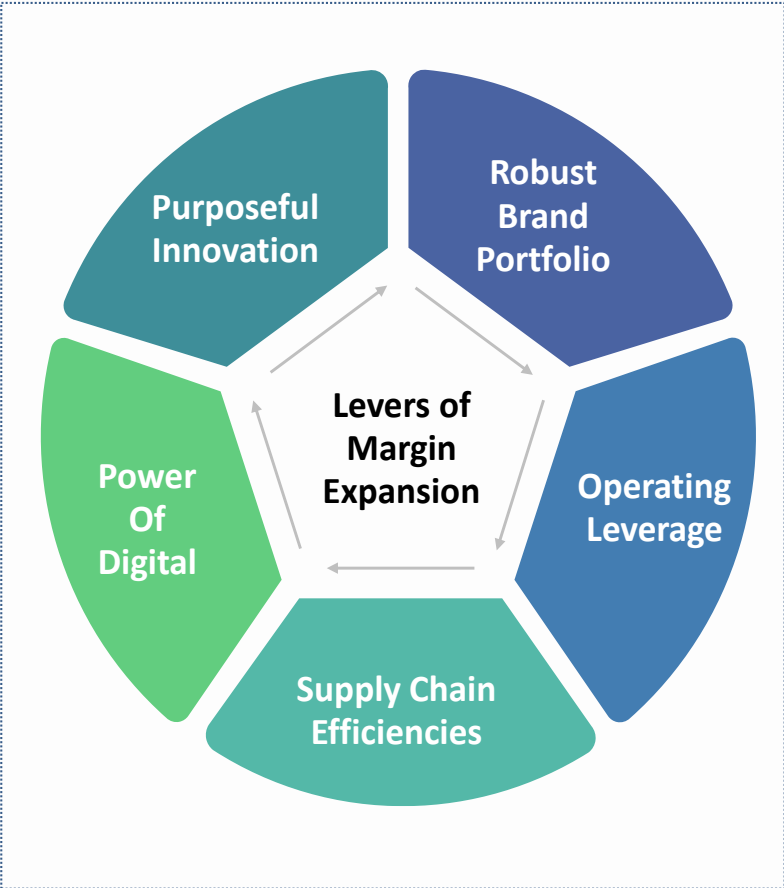
Matches & Agarbatti





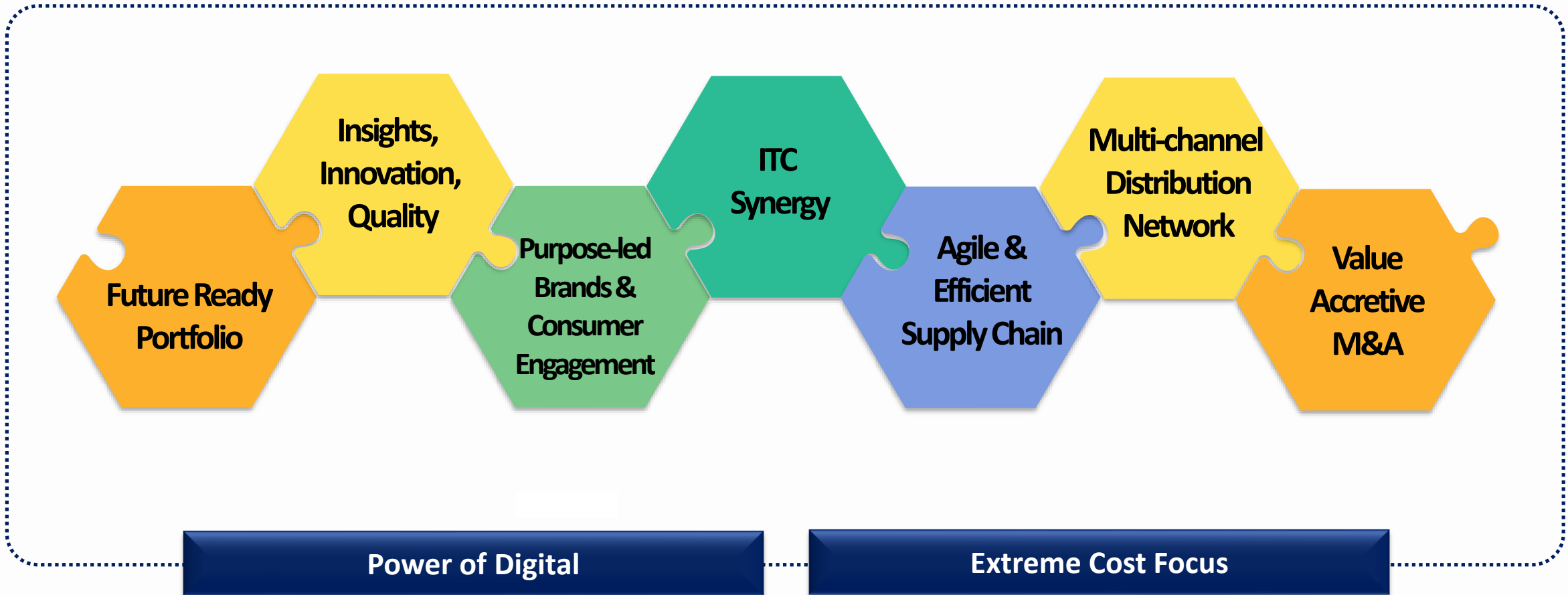
2nd Largest FMCG Player in India[^]
One of the Fastest Growing Foods Businesses in India

[^] listed cos.



EBITDA up **44%** in FY21
Margins up **~500 bps** since FY18

* Excl. LRBD, ESPB, Sunrise



Fortifying the Core



No.1 In Branded Atta



No.1 In Cream Biscuits



No.1 In Bridges Snacks



No.1 In Notebooks



No.2 In Noodles



No.1 In Dhoop
No.2 in Agarbatti

Annual Consumer Spends ~22,000 cr.

Addressing Adjacencies through Mother Brands



Building the New Core



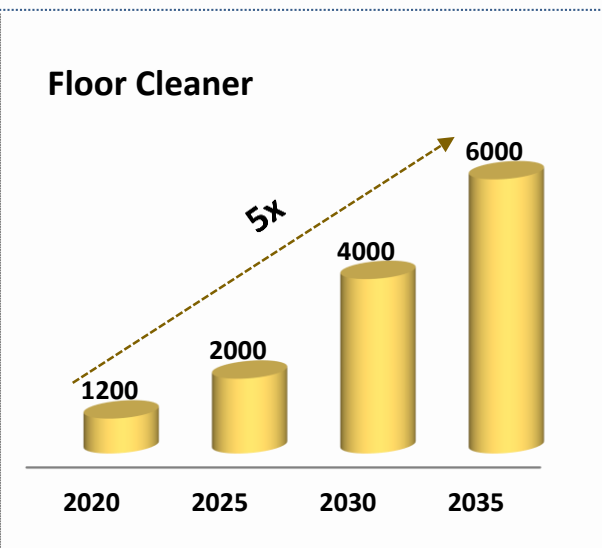
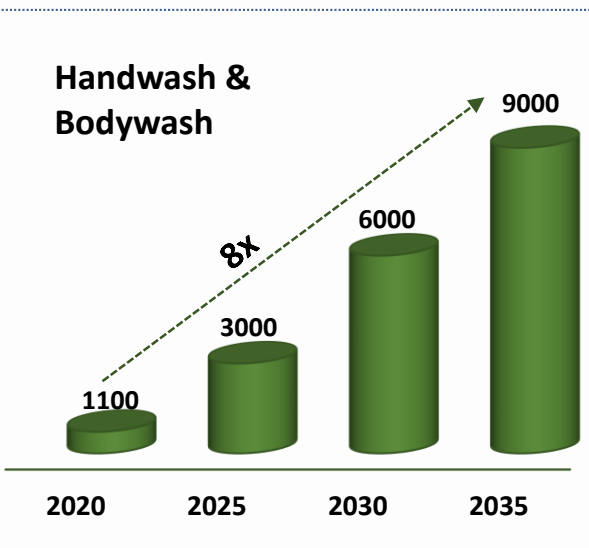
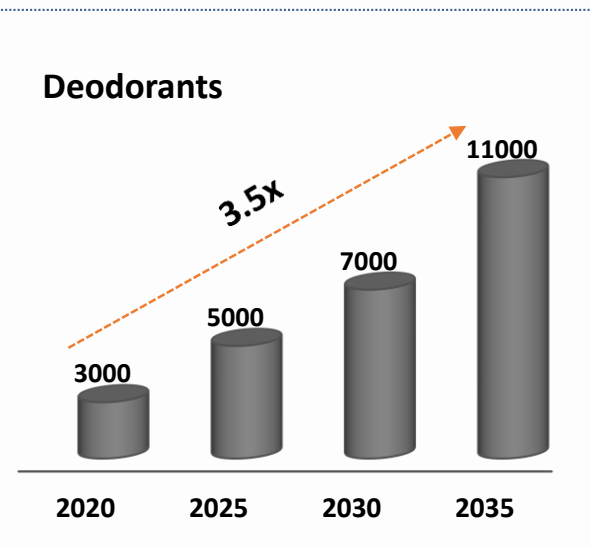
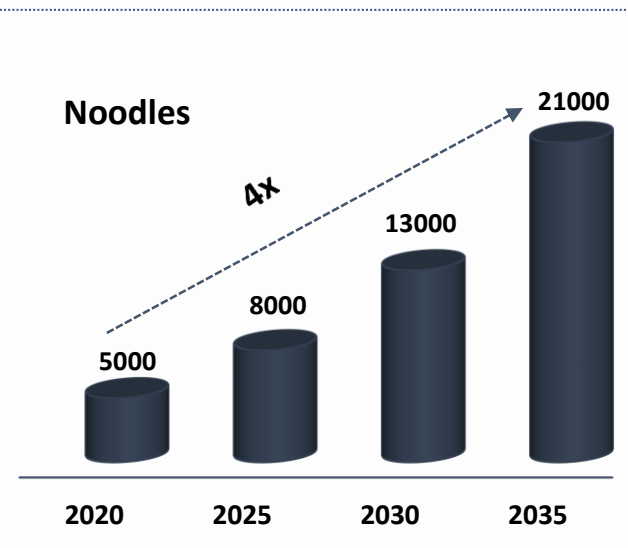
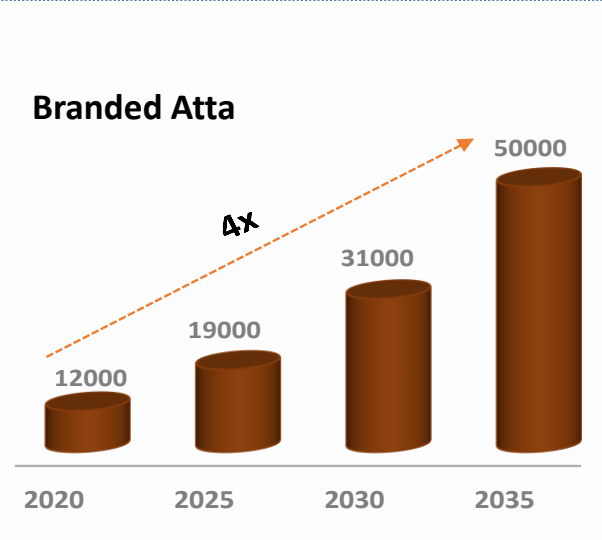
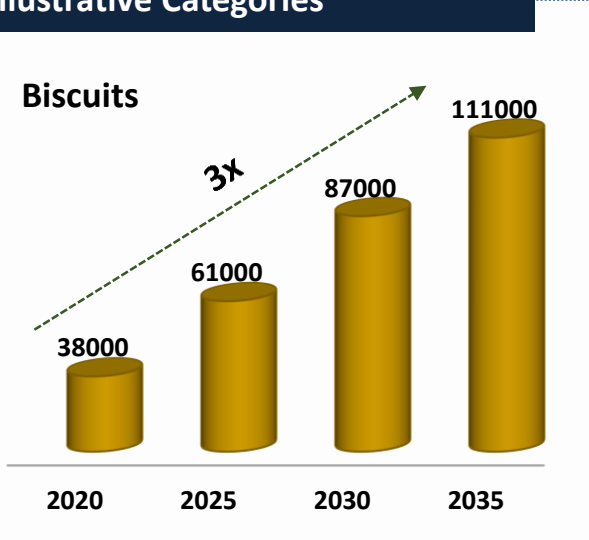
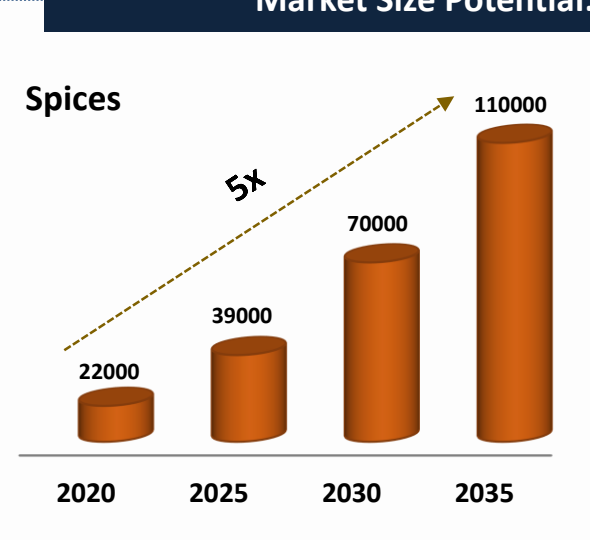
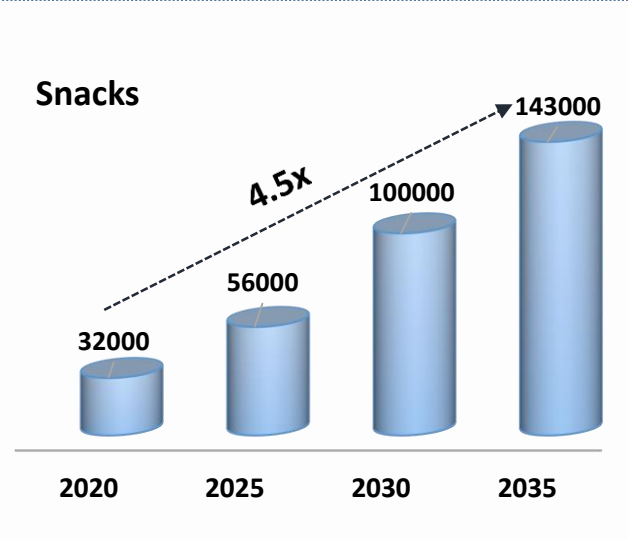
**Addressable Market Expansion Potential :
Amongst the highest in Indian FMCG space**

Powerful Extendable Mother Brands



Market Size Potential: Illustrative Categories

(₹ cr.)



Foods

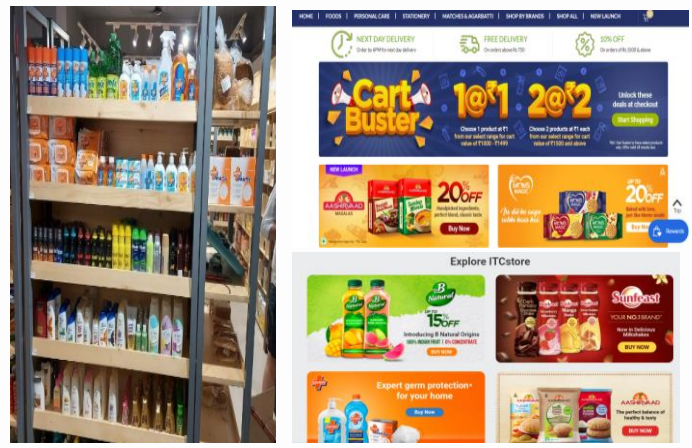


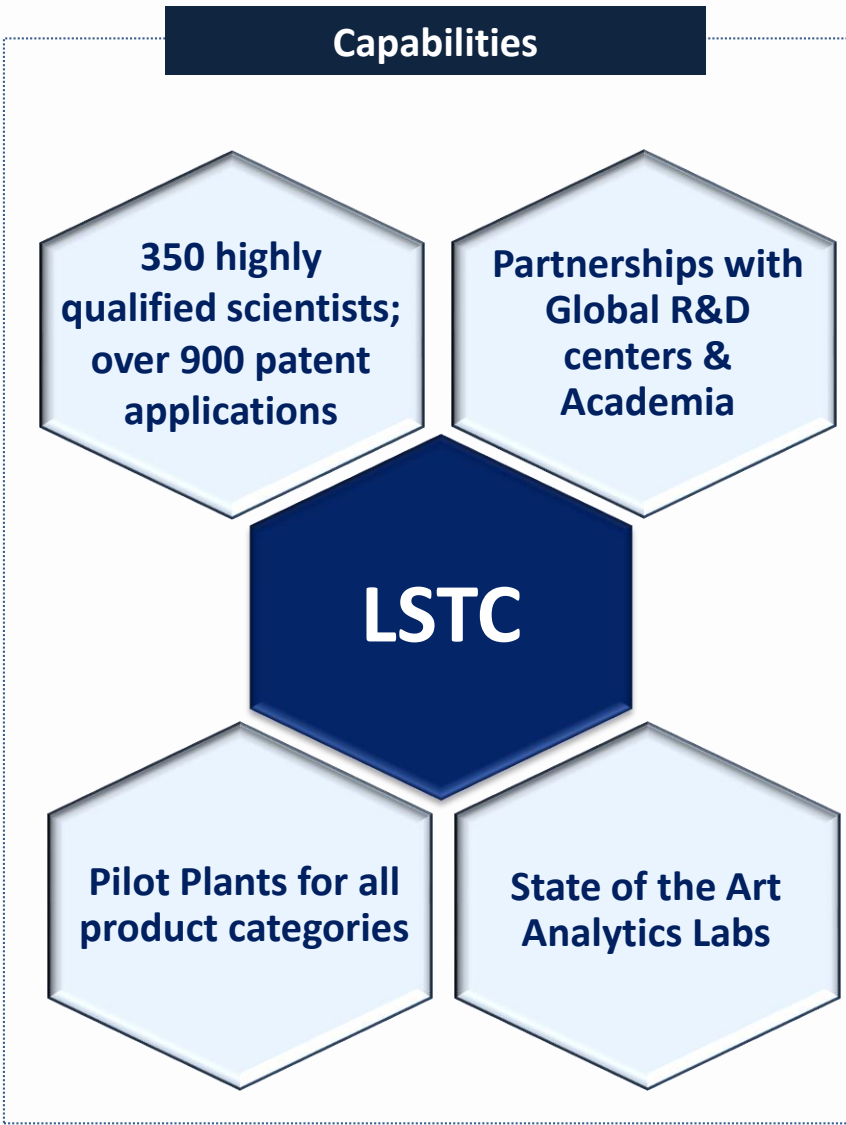
Personal Care



Stationery, Matches & Agarbatti







Hygiene++, Protection & Care



Savlon

Hexa range, Disinfectants, Masks & Wipes



Nimyle

Floor Cleaner

Nimwash

Fruits & Veggie Cleaner;
Nimeasy Dish Wash Gel

'Good For You' & 'Free From'



Aashirvaad Nature's Super Food

Organic Atta & Dals



Sunfeast

Digestive Range



Aashirvaad

Crystal & Proactive Salt



B Natural

Soups & Immunity Juices

Convenience & On-the-Go



Aashirvaad

On-the-Go Range



Aashirvaad

Ready to Cook



ITC Master Chef

All purpose Gravies



ITC Master Chef

Frozen Snacks



ITC Farmland

Frozen Vegetables



Sunbean

Beaten Coffee

Indulgence



Fabelle
Luxury Chocolates



Sunfeast
Milkshakes



Sunfeast Dark Fantasy
Choco Chip, Choco Nut Fills,
Choco Creme



Sunfeast
All Rounder



Sunfeast
Caker



Fantastik Chocobar XL

Skin Care



Charmis
Facewash, Face Serum & Hand Cream

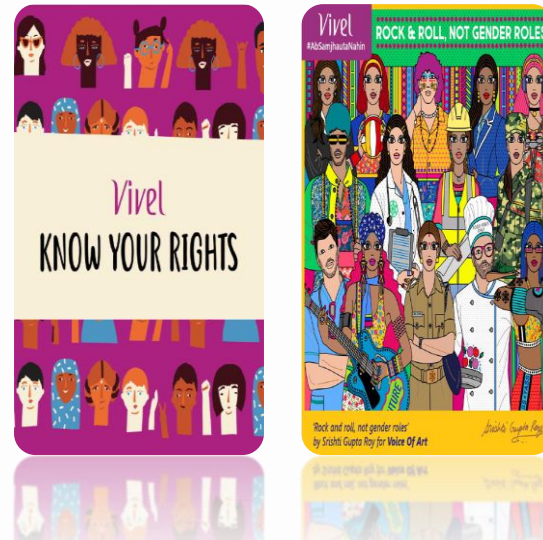


Dermafique
Bio Cellulose Face Masks

Healthier & Safer India



Women Empowerment



Responsible Citizens for the Future



Saluting Mothers



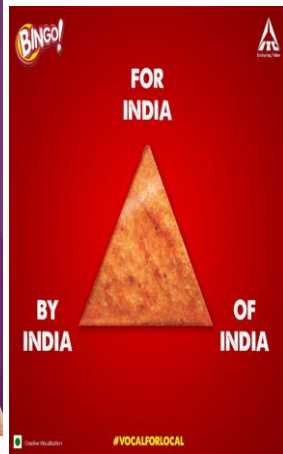
DIY and Influencer led



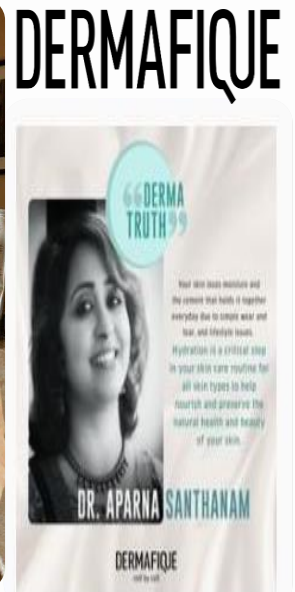
Creating Brand Love



Moment Marketing



Digital First Brands



Hygiene & Safety



#NoHandUnwashed

Introducing ITC Nimwash, Vegetable and Fruit wash.

The first step of every recipe is to clean vegetables and fruits. ITC Nimwash washes away pesticides* and 99.9% germs.~

Chef Kunal Kapur Chef Sanjeev Kapoor Chef Vikas Khanna



Dominating India's Kitchen



Immersive Mass Media Content





Savlon's innovative 'Healthy Hands Chalk Sticks' initiative bagged 7 Cannes Lions

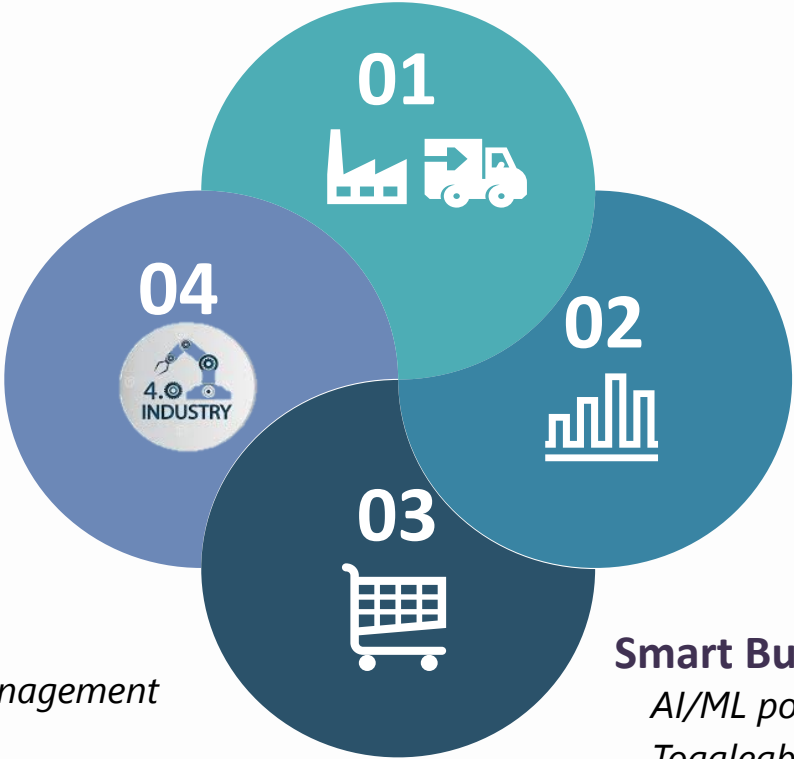


Savlon - 1st Indian brand to win Grand Prix for 'Creative Effectiveness' at Cannes



ICML Network

*Reduce Distance-to-Market
Fresher Products
Responsive supply chain*



Delaying Operations

*Direct shipments
Eliminate Multiple Handling*

Smart Manufacturing

*Industry 4.0
Automation
Energy, Quality, Yield management*

Smart Buying & Value Engineering

*AI/ML powered real-time price discovery
Toggleable Recipes
Packaging innovations*

Accelerating growth through Value Accretive Acquisitions



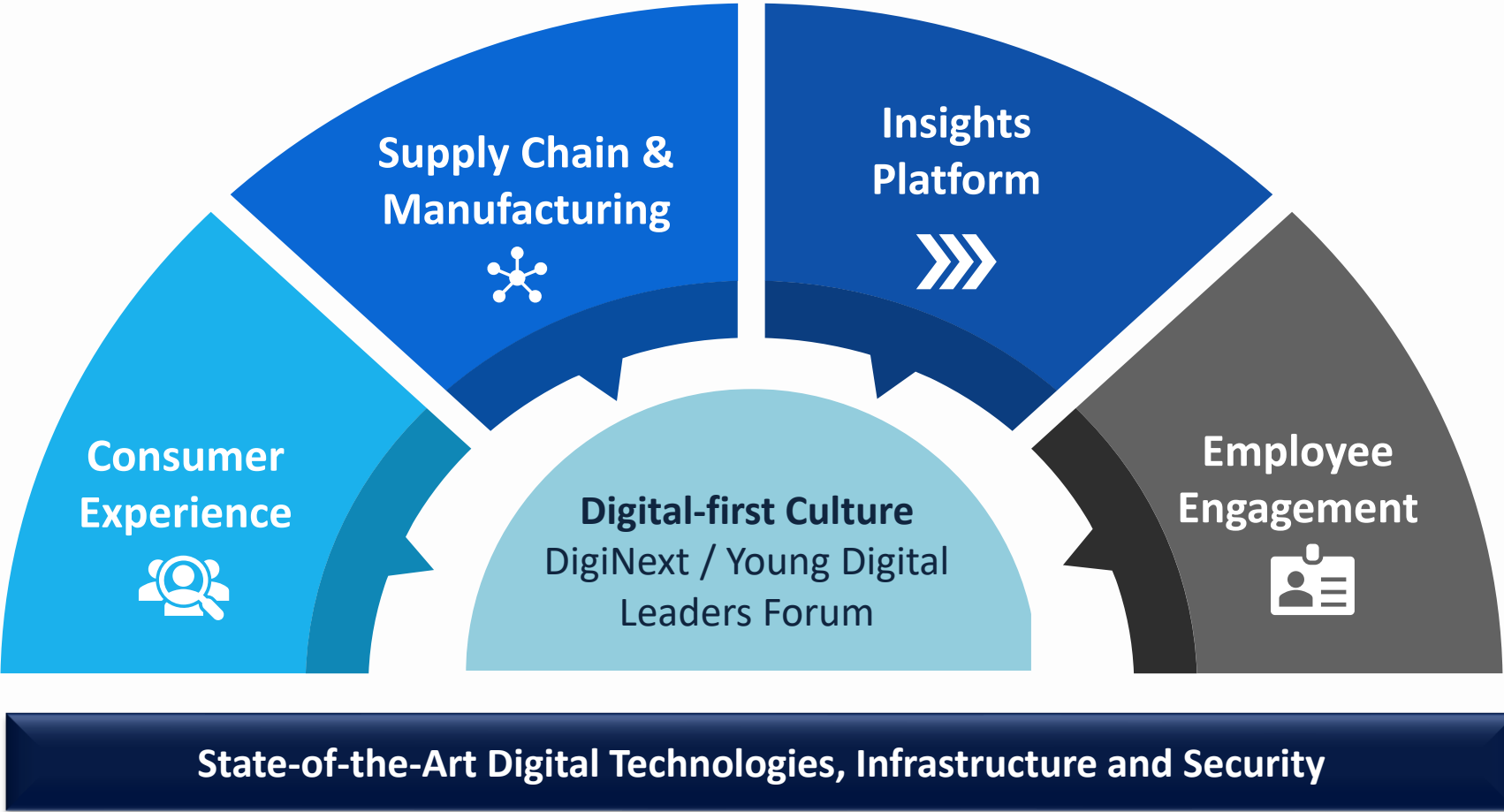


Enduring Value

Shaping the Future

Powered by Data & Digital





ITC SIXTH SENSE COMMAND CENTER

- AI-powered hyper personalised platform
- Strong partner ecosystem for content & data



MOMENT MARKETING

Contextual Communications & Consumer Promotions

2000+ Content Assets created

CONSUMER DATA HUB

Harvesting insights & new product development



- **Direct-to-Consumer** channel operational in 11 cities
- Offers wide range of ITC FMCG products
- Socializes Premium & Niche Brands with consumers



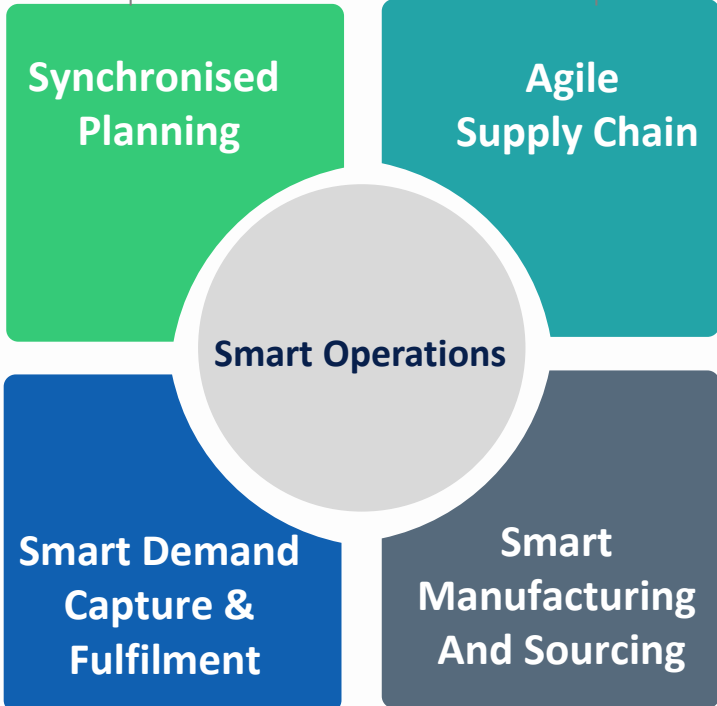
Integrated Real Time Operations Execution Platform

- *Integrated & synchronized planning processes*
- *Advanced demand & forecasting models*
- *Planning Control watch tower + Data Visualization tools*

Next generation agile FMCG supply chain

- *Automated end-to-end processes*
- *Flexible design*
- *Supply Chain Cockpit*

AI/ML & Advanced Analytics platform to drive operational efficiency & seamless execution



- *Mobile Apps for Salesmen*
- *Retailer Apps*
- *Data driven optimization of last mile delivery, Omni Channel fulfillment*

- *Digital Factory*
- *Real time monitoring of process & product performance*
- *Digital Sourcing platforms*

ITC – a Global exemplar in Sustainability

Action on Climate Change

41.2% Energy from Renewables

Pioneer in Green Buildings in India

33 Platinum Rated Buildings

Large Scale Afforestation Programmes for Sequestering Carbon Greened over

875,000 acres

2X CO₂ sequestered as compared to emissions from ITC's operations



Climate Hazard & Risk Study based on Climate Modelling Completed for ITC's Physical Assets

Water Security for All

Rainwater Harvesting (RWH) Potential Created

40 million kl over 1.2 million acres of land, equivalent to

3X ITC's Net Water Consumption

Demand Side Savings from Crop Water Use Efficiency

208 million kl



PSPD Kovai Unit – Platinum Rated Facility 1st in India, 2nd Globally

360° Approach to Plastic Waste

Source Segregation Programmes Covering

15 million Citizens

Plastic Waste Collection

~30,000 MT in 2020-21

80%

of Multi-Layered Plastic packaging utilised by ITC

Coverage

24 States/ UTs

Focus on Improving Recyclability, Optimisation, Substitution & Innovation.

Future-Ready Agri Value Chains

Globally Recognized e-Choupal Platform

4 million Farmers Empowered

e-Choupal 4.0: New Age Digital Solution

Sustainable Agriculture Programme

693,000 acres of Farms covered

Climate Smart Agriculture Programme

8,000 villages

Baareh Mahine Hariyali

2X Large scale Programme on Doubling Farm Income

Sustainable Livelihoods

Sustainable Livelihoods Created across Operations

6 million

Annual CSR Spend

Rs. 350 Cr.

SDGs

Impact across SDGs



Recent Global Recognitions

MSCI 

ITC Rated AA, Highest amongst Global Peers

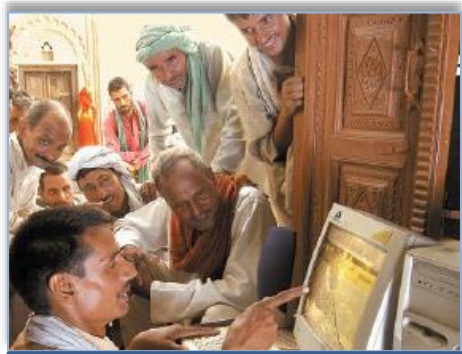
Member of **Dow Jones Sustainability Indices**

Powered by the S&P Global CSA

ITC is listed on DJSI's Emerging Markets Index

1st in World

ITC Windsor Becomes First Hotel in the World to achieve **LEED Zero Carbon Certification**



ITC e-Choupal
4 Million Farmers empowered



Afforestation
Over 875,000 acres greened



Watershed Development
Over 12,31,000 acres covered



Livestock Development
Over 19,60,000 milch animals covered



Solid Waste Management
Well-being Out of Waste programme covers 15 million citizens



Women Empowerment
over 77,000 poor women benefitted



Skilling & Vocational Training
Covering over 93,000 youth



Primary Education
Reaching over 808,000 Children

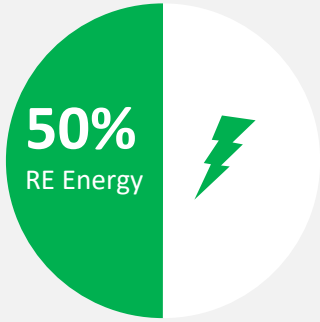


Health & Sanitation
Over 38,100 toilets built

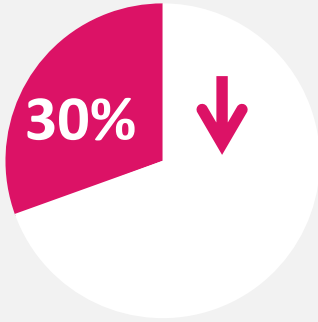


Pioneer of Green Building movement in India
33 platinum rated green buildings

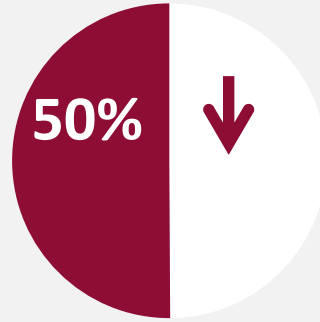
Renewable Energy (RE)



Specific Energy Consumption*



Specific GHG Emissions*



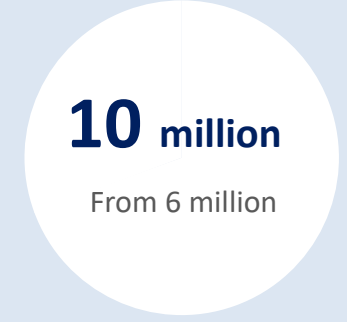
CO₂ Sequestration



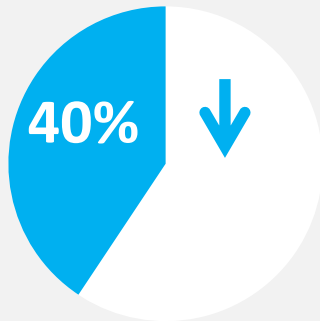
Sustainable Packaging Plan



Creating Sustainable Livelihoods



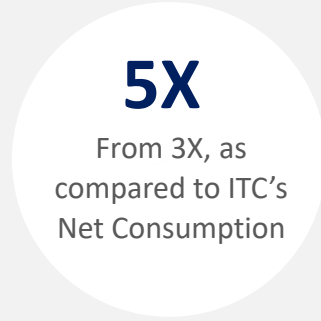
Specific Water Consumption*



Water Security for All



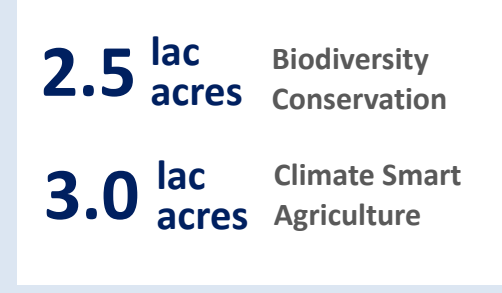
Rainwater Harvesting Potential



Plastic Neutrality



Biodiversity & Agriculture



*2018-19 Baseline

Proactively work towards achieving 'Net Zero' emission status.

Thank You