

ITC provides meals, food products and hygiene essentials to those in need across 17 states

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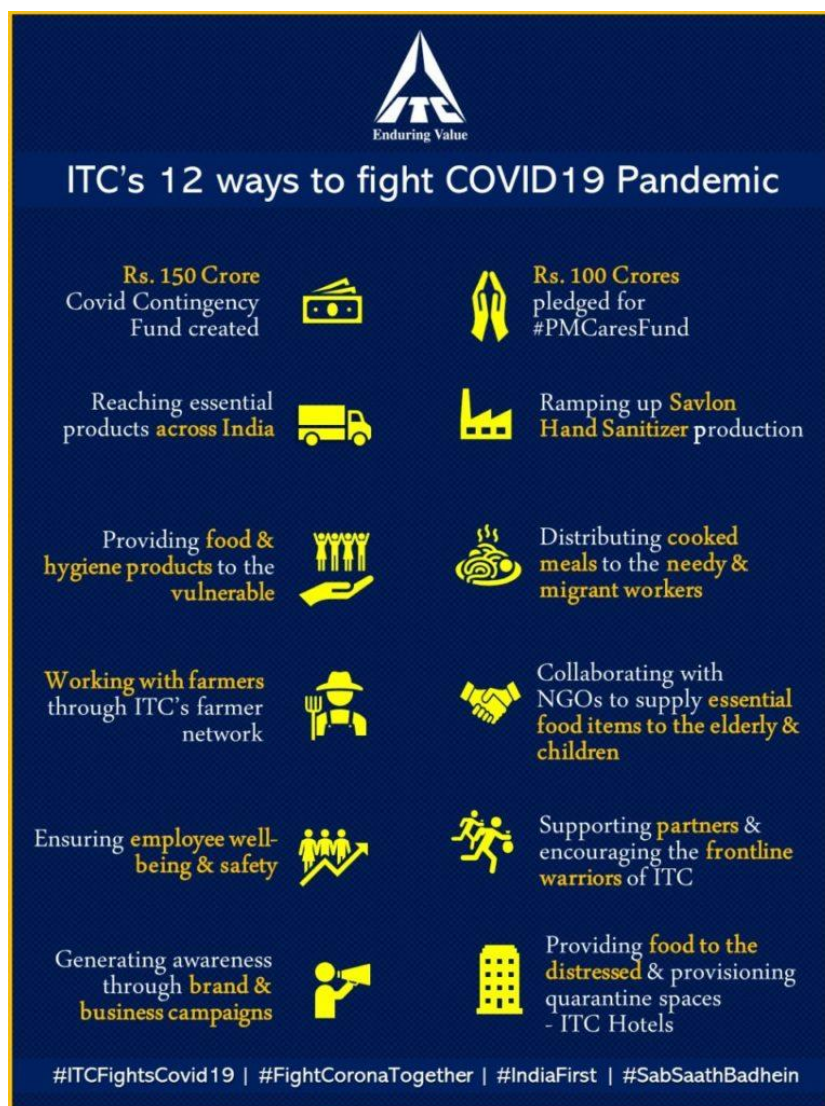
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As part of the multiple initiatives undertaken by ITC in India's fight against the Coronavirus, the Company is working closely with district administrations across 17 states in the country to provide essential food items like atta, noodles, biscuits & juices and hygiene products like soaps for people in distress.

This initiative is currently going on in full swing with more than 1 million pieces of Savlon soaps, 3 lakh packets of YiPPee! noodles, nearly 6 lakh packets of Sunfeast biscuits and 1.5 lakh packs of B Natural fruit juices being delivered to district authorities till date. In some parts, the police administration has requested for soaps for their personnel which has also been provided. Savlon soaps have also been provided for district health centres in some states including West Bengal.

ITC Foods Distributing food items to children and the elderly:

To provide support to the children and senior citizens across Indian households, ITC Foods is sending food supplies across the country through its 'Aashirvaad Box of Hope' and 'Sunfeast Box of Happiness' initiative. ITC has joined hands with 3 leading NGOs building a seamless network to deliver essential food supplies to those severely impacted by the current lockdown. With support from the State Government, ITC's Foods Division has also provided help to the residents of Bhilwara district in Rajasthan, one of the worst affected districts by distributing 10 kilograms of Aashirvaad Atta to cover approximately a month-long staple requirement and some snacks like Bingo! for the members of some of the families from the region.



ITC's 12 ways to fight COVID19 Pandemic

- Rs. 150 Crore Covid Contingency Fund created** (Icon: Money bag)
- Rs. 100 Crores pledged for #PMCAresFund** (Icon: Hands holding a heart)
- Reaching essential products across India** (Icon: Truck)
- Ramping up Savlon Hand Sanitizer production** (Icon: Factory)
- Providing food & hygiene products to the vulnerable** (Icon: Hand holding a bowl)
- Distributing cooked meals to the needy & migrant workers** (Icon: Bowl of food)
- Working with farmers through ITC's farmer network** (Icon: Farmer with a hat)
- Collaborating with NGOs to supply essential food items to the elderly & children** (Icon: Handshake)
- Ensuring employee well-being & safety** (Icon: People with a shield)
- Supporting partners & encouraging the frontline warriors of ITC** (Icon: Running person)
- Generating awareness through brand & business campaigns** (Icon: Megaphone)
- Providing food to the distressed & provisioning quarantine spaces - ITC Hotels** (Icon: Hotel building)

#ITCFightsCovid19 | #FightCoronaTogether | #IndiaFirst | #SabSaathBadhein

Distribution of cooked meals:

Given the urgent requirement to provide cooked meals to migrant workers and needy people across the country, ITC Hotels, as well as ITC factories, are providing extensive support to Governments across different states, 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 based on the need. ITC's Paperboards Business has been distributing over 1400 meals to migrant labourers around the factory in Bhadrachalam. In addition, ITC factories in Saharanpur, UP well as ITC teams in Patna have been providing more than 3500 cooked meals per day in proximate areas.

Distribution of Hygiene Products:

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 the availability of sanitisers.

In Bhadrachalam, ITC's Paper and Paperboards Division distributed masks and hand gloves to truck drivers as well as sanitisers to public health workers in Secunderabad. The Business also disinfected around 18 villages around the Bhadrachalam factory. Awareness programmes were also conducted by the Well Being out of Waste Teams in 16 districts of Telangana and Andhra Pradesh.

ITC's Corona Contingency Fund of Rs 150 crore:

As an organisation committed to serving national priorities, ITC has taken several other initiatives over the last few weeks to support lives and livelihoods during the unprecedented crisis posed by the Coronavirus pandemic. ITC has set up a Contingency Fund of Rs 150 crore to provide relief to the vulnerable and most needy sections of society who have been harshly impacted by the pandemic. In support of the Government's efforts in mitigating the crisis, ITC pledged its contribution of Rs 100 crore to the #PMCAresFunds

Ensuring Distribution of Essential Commodities to Consumers:

To ensure the availability of essential items such as ITC's different Food products and Savlon hygiene products across the country, ITC's entire supply chain right from Agri sourcing to production to distribution is working tirelessly battling all odds to ensure that consumers are not inconvenienced on account of shortages or unavailability. ITC has also been working closely with Government authorities and local administration to ensure that manufacturing and distribution of ITC's essential commodities continue uninterrupted with minimum people. ITC has redoubled its efforts to ensure a heightened level of precaution and has implemented strict protocols for personal hygiene, sanitation and social distancing in its factories that are producing essential commodities. For those who have to work in factories or maintain supplies in markets, every safety precaution including the supply of sanitizers, protective gear, masks, regular temperature checks, staggered work timings and availability of 24x7 medical support have been implemented.