PACE-SETTER FOR GREEN

**BECAUSE** he has been endeavouring to turn ITC into a water- and carbon-positive company. This includes drastically reducing energy needs at their premier hotels, creating green buildings, making the paper board business environment friendlier and raising thousands of acres of renewable forests.

**BECAUSE** he leads India’s largest FMCG conglomerate and is taking on MNCs Hindustan Unilever, Nestle and Pepsico head on. The group posted a net profit of Rs 13,032 crore in 2020-21.

**BECAUSE** he is reducing the group’s dependence on tobacco business, which accounts for 46 per cent of its total revenue, to focus on the agriculture and foods segments.

**BECAUSE** ITC has set a shining example of farmer-corporate cooperation. The company says its e-Choupal agri procurement platform helped farmers raise productivity by 10-25 per cent in 2020-21 and upped incomes by up to 50 per cent.

**TECH-SAVVY** Puri is keenly interested in digitising the group’s operations. From e-Choupal to procurement and marketing, he is ensuring the corporation becomes future-ready.