

ITC's Agri Business is one of India's largest agri business players. It is also one of India's leading exporters of agricultural commodities. The leadership position of the business is anchored in the strong and enduring partnerships it has built with farmers across the country. The Business works with farmers to improve the productivity and quality of crops and sources the finest of Grains, Oil Seeds, Pulses and a range of high-value agri products such as Fruits, Coffee and Shrimps across multiple geographies in India.



ITC's Agri Business provides a competitive edge to the Company's Foods Business by sourcing high-quality agricultural raw material directly from farmers and preserving the identity of those commodities along the supply chain, to enable manufacturing of the food products with consumer-preferred value traits.



The revolutionary ITC e-Choupal initiative of the Business delivers large-scale societal value by co-creating markets with rural communities. A unique click-and-mortar channel, it facilitates the two-way flow of goods and services in and out of villages, transforming them into vibrant economic institutions. The initiative serves more than 4 million farmers in over 40,000 villages through a network of 6,500 Internet Kiosks spread across 11 states, making ITC e-Choupal the largest digital infrastructure in rural India.