



Building World-class Indian Brands that Create, Capture and Retain Value in the Country

It is mission critical today to create world-class Indian brands through ownership of intellectual property. It is only then that a virtuous cycle of innovation and investment will create new opportunities for growth and lead to the generation of higher order sustainable livelihoods.

Creation of a new generation of world-class brands demands tremendous staying power with substantial investment commitments over the long haul.

ITC has tirelessly endeavoured to build world-class Indian brands. In a relatively short span of time, a vibrant architecture of popular brands has been crafted organically. Some of them are already clear market leaders in their segments. In aggregate, these new consumer brands currently represent an annualised consumer spend of over Rs. 12,000 crores.

Such world-class Indian brands help create, capture and retain larger value for the Indian economy. In addition to spurring investments and growth, such brands can become a force multiplier for inclusive and sustainable development. By serving as market anchors, these brands can lend relative stability to drive the competitiveness of the entire value chain of which they are a part. This in turn can further empower the weakest in the economic value chain and generate considerable sustainable livelihood opportunities so critical for our country.



60
vibrant
ITC brands



ITC's products
reach every
2nd
household
in India



2 million
retail outlets
reached directly by
ITC's distribution
network



1,500 SKUs
across FMCG
categories



Branded Packaged Foods



Atta, Salt, Spices,
Instant Mixes, Ready Meals, Ghee



Premium Cookies,
Biscuits, Cakes





Branded Packaged Foods



Juices



Potato Chips,
Indian Finger Snacks





Branded Packaged Foods



Instant Noodles,
Instant Pasta



Ready-to-eat Gourmet
Cuisine, Masala Mixes,
Chutneys, Conserve



Confectionery





Personal Care Products



ESSENZA DI WILLS
YOUR ESSENCE. YOUR SOUL.

Fine Fragrances,
Deodorants, After Shave
Lotions, Hair & Body
Shampoos, Bathing Bars



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DI WILLS

Shower Gels, Bathing
Bars, Face Washes





Personal Care Products

ENGAGE

Colognes, Deodorants
Perfume Sprays



Vivel

Soaps



Savlon

Antiseptic Liquid, Soaps &
Handwash, Prickly Heat Talc



Vivel Cell renew

Face Washes,
Moisturisers,
Body Lotions,
Creams,
Cleanser, Toner



Lifestyle Retailing



Premium Range of Formal, Casual, Evening & Designer Wear

JOHN PLAYERS

johnplayers jeans

Casuals, Denim & Formals





Education & Stationery Products



classmate

Notebooks, Writing Instruments, Art Stationery, Scholastic Products



Paperkraft

Premium Notebooks, Pens



Incense Sticks



Safety Matches

