

# ITC's Brands: Innovating for India



ITC's strong portfolio of world-class brands and products is supported by cutting-edge research and development executed by the globally benchmarked, state-of-the-art ITC Life Sciences and Technology Centre (LSTC) in Bengaluru. This Centre is working on game-changing R&D driving science-led product innovation with a world-class team of over 350 highly qualified scientists. In a short span of time over 750 patent

applications have been filed from the Centre. The focus is on designing differentiated and superior solutions that address the unique needs of the Indian consumer.

ITC has been a forerunner in introducing first-in-the market innovative products for Indian consumers. A slew of innovative and superior products is already in the market and there is a continuous pipeline of such products that are

being readied for launch. Some of the innovative first to the market products launched by ITC include the Aashirvaad Sugar Release Control Atta – a low Glycaemic Index atta, Sunfeast Farmlite Active Protein Power biscuits made from roasted bengal gram, Farmland potatoes with Natural Anti-oxidants and the Farmland Naturally Low Sugar potatoes, pocket perfume range Engage On, among others.