

Enhancing Reach

Creating Sustainable Livelihoods Through Extensive Distribution Network



ITC's unmatched distribution network, which facilitates availability of its products in over six million retail outlets directly and indirectly across various trade channels, has been further strengthened with the addition of more markets and outlets to its servicing base. The Company sustained its leadership position in the convenience channel while consolidating its market standing in premium grocery outlets and in the Modern Trade channel.

Complementing the growing traditional distribution channels, ITC is making rapid strides in the emerging e-commerce space through collaborative planning, driving customisation and through higher discoverability of its offers across various platforms. The distribution value chain provides significant sustainable livelihoods.

Strategic Partnerships in Social Initiatives



PPPs

61 PPPs to-date
10 PPPs signed during 2018-19

- PPPs Covering areas of national priorities such as Watershed Development, Sustainable Agriculture, Solid Waste Management and Financial Inclusion
- Partnership with NITI Aayog, the policy think tank of the Government of India, to progressively train 2 million farmers in 25 districts under the Aspirational Districts Programme
- Partnership with National Bank for Agriculture and Rural Development (NABARD) and several State Governments



Technical Collaborations

24 technical collaborations with national & global organisations

- Agriculture, Water & Biodiversity - CGIAR, World Wide Fund for Nature (WWF), International Union for Conservation of Nature (IUCN), International Water Management Institute (IWMI), Tamil Nadu Agricultural Institute (TNAI) and others
- Financial Literacy-CRISIL Foundation



Village-based Institutions & other Partnerships

Enduring partnerships with 86 best-in-class NGOs

- Both thematic experts and grassroots NGOs
- Village Institutions - 9,200 Groups
- Nearly 1,50,000 Members