



ITC: Investing in Cutting Edge Innovation

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 800 patent applications have been filed from the Centre.

The focus is on designing differentiated and superior first-in-market innovative products that address the unique needs of the Indian consumer.

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 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 Antioxidants and the Farmland Naturally Low Sugar potatoes, pocket perfume range Engage On, among others.

New best-in-class initiatives, such as data analytics, consumer experience labs and Industry 4.0 are being seeded across LSTC to further strengthen ITC's long-term competitiveness.



Advanced Instrumentation to Deliver World Class Products



Measuring Hydration to Design Skin Care Products



Material Development Facility



Lateral Shoot Technique Developed for Clonal Propagation of Subabul