



# ITC's Paperboards & Packaging Business

## Providing Innovative Solutions

ITC's leadership position in the value-added Paperboards segment in India is anchored on the popularity of its array of brands that caters to a wide spectrum of innovative packaging, graphic and communication requirements. ITC's B2B brands like Cyber XLPac, Safire Graphik, Carte Lumina, Omega Barr, IndoBev, Neo WhiteBliss, Pharma Print and Opaque Tissue, among others, are differentiated products meant for specific packaging and graphic usages and today enjoy top of mind recall for their distinct print and performance qualities. This range of superior offerings is manufactured at ITC's world-class Paperboards facilities, which represent the most environment friendly pulp mills in India.

ITC works closely with its customers, offering solutions that provide a competitive edge to packaged goods. From

helping customers select the right paperboard grade for their packaging requirements to working with printers to ensure superior packaging quality and consistency, ITC provides end-to-end services that complement the versatility of its paperboards brands. During 2018-19, ITC continued to expand its portfolio of branded products to further enhance its market standing.

### Packaging and Printing Innovation

ITC's Packaging & Printing business continued to aggressively pursue new product development across segments as a key driver for growth. Some of its innovations, during the year, included antifungal coated cartons, micro-perforation for specific laminates, braille feature for labels and cold seal laminates for chocolates.



## Anchoring ITC's Sustainable Paper Value Chain



ITC's large-scale renewable plantations contribute to the carbon sequestration and soil conservation objectives of the country and enable ITC to offer the greenest paper and paperboards products manifest in stationery brands such as Classmate and Paperkraft, whilst creating largescale livelihoods. These plantations also provide a competitive source of wood pulp to ITC's Paperboards and Specialty Papers Business.

**classmate**  
BE BETTER THAN YOURSELF

**Paperkraft**

## ITC's New Paperboard Brands

