ITC: 12 Initiatives to Fight COVID-19
ITC’s 12 Ways to Fight Covid-19 Pandemic

1. Rs 150 Crore Covid-19 Contingency Fund created
2. Rs 100 Crore pledged for #PMCareFund
3. Reaching essential products across India
4. Ramping up Savlon Hand Sanitiser production
5. Providing food & hygiene products to the vulnerable
6. Distributing cooked meals to the needy & migrant workers
7. Working with farmers through ITC’s farmer network
8. Ensuring employee well-being and safety
9. Generating awareness through brand & business campaigns
10. Supporting partners and encouraging frontline warriors of ITC
11. Providing food to the distressed & provisioning quarantine spaces - ITC Hotels
12. #ITCFightsCovid19 #FightCoronaTogether #IndiaFirst I SabSaathBadhein
ITC has set up a **Contingency Fund of Rs 150 crore** to address and manage the challenges arising out of the COVID-19 outbreak.

An initiative is in line with ITC’s credo of ‘Nation First – Sab Saath Badhein’, that focusses on inclusive and sustainable progress, particularly that of vulnerable sections, many of whom reside in rural India.

The fund is being used to **provide relief to the vulnerable and most needy sections of society** who have been harshly impacted by the pandemic and are facing significant disruption in their livelihoods.
To make a humble contribution to the Government’s efforts in mitigating the crisis, ITC has pledged a contribution of **Rs 100 crore** to the #PMCaresFund.
Adequate availability of essential items, particularly food and hygiene products, is critical during such challenging times.

Despite the limitations on transport availability and manpower shortage, ITC has made tireless efforts across the supply chain right from sourcing to manufacturing and distribution, to reach essential items across the country with the help of State authorities.

ITC Foods has also partnered with Domino’s to deliver essential items at doorsteps of households. A combo pack of Aashirvaad Atta and spices including chili, coriander and turmeric powder is being delivered to customers.
Apart from social distancing and face masks, frequent use of hand sanitisers is the most important tool to break the transmission chain of the coronavirus.

ITC’s Personal Care Products Business has ramped up production of Savlon sanitiser to cater to the heightened demand.

To address this larger national priority during a challenging time, ITC’s state-of-the-art perfume manufacturing facility in Himachal Pradesh has been repurposed to produce Savlon sanitisers to cater to the soaring demand.

This facility will help produce an additional **1,25,000 litres** of Savlon Hand Sanitiser.
• ITC factories in Saharanpur, UP, and Munger, Bihar, well as ITC teams in Patna have been providing more than **3,500 cooked meals per day** in proximate areas.

• ITC Hotels is also providing **daily meals** to the distressed (see #10 for details).

• ITC’s Paperboards and Specialty Papers Business has been distributing **over 1,400 meals** to migrant labourers around the factory in Bhadrachalam.

• ITC factories are providing extensive support to Governments across different states, based on the requirements of the local administration as well as hospitals.

**ITC provides support to Centre, state govs amid virus pandemic**

**NEW DELHI:** Leveraging its rich expertise in food and hospitality services, ITC Hotels is providing extensive support to both Central and state governments across different cities during this pandemic. The key initiative has been food distribution across cities based on the requirements of the local administration as well as hospitals. ITC Maurya and Sheraton in New Delhi have been providing **over 1500 meals** daily for distribution to migrant workers. ITC Gardenia in Bengaluru is lending its support with 1000 food packets daily for 15 days (15000 meals) to the Municipal Corporation. ITC Grand Central in Mumbai has made arrangements to deliver meals to doctors in MG Hospital.

Food has also been catered to doctors at the Kasturba Hospital in Mumbai by ITC Grand Central. Fortune Hotel in Lucknow is also lending assistance through the provision of more than 1000 meals per day.

This initiative will be progressively rolled out in other metros including Kolkata, Chennai and Hyderabad. In addition to providing meals, ITC Hotel properties in Jaipur and Goa have made meaningful contributions by providing shower caps for doctors and healthcare workers as well as ensuring availability of sanitizers. ITC Maratha was identified as one of the quarantine spaces by the Mumbai Municipal Corporation.

ITC Hotels is also working closely with the local administration and embassies and offered similar space at ITC Grand Chola and ITC Kohener to enable stopover of asymptomatic international travellers as and when required.
This is a challenging time for supply of agri-commodities in the markets.

ITC’s Agri Business is leveraging its institutional capabilities and other structural advantages to explore the options of engaging its farmer network and initiating purchase of farm produce with help from Government authorities.

ITC is also making efforts to educate farmers and their family members to adopt preventive measures to contain the spread of COVID-19 in their communities.

Leveraging mobile technologies such as ITC e-Choupal 4.0 and local field staff strength to ensure continuity of farming by handholding farmers on best practices.
In this pandemic, the children and the elderly community are the most impacted and require additional support and assistance in tiding through these difficult times.

ITC’s Foods Division specially curated boxes – Aashirvaad Box of Hope and Sunfeast Box of Happiness and is sending food supplies to those severely impacted by the current lockdown.

The initiative is being implemented with 3 leading NGOs - Child Rights and You (CRY), SOS Children’s Village India and another eminent NGO.
While the nation fights its worst pandemic in recent times, the importance of ensuring the wellbeing of the frontline warriors remain paramount.

To keep the morale of the frontline workers who are making things possible for others by risking themselves and going the extra mile, ITC decided to create motivational communication

A special video campaign was launched saluting ITC’s everyday warriors who keep our factories, warehouses, distribution & agriculture operation running so that essential food and hygiene products reach every corner of India in these testing times
Providing food to the distressed & provisioning quarantine spaces – ITC Hotels

• ITC Hotels is working closely with central and state governments across different cities for distribution of foods on the requirements of the local administration as well as hospitals

✓ ITC Maurya as well as Sheraton New Delhi have been providing over 1500 meals daily for distribution to migrant workers.

✓ ITC Gardenia in Bengaluru is lending its support with 1000 food packets daily for 15 days to the Municipal Corporation.

✓ ITC Grand Central in Mumbai has made arrangements to deliver meals to Doctors in MG Hospital and Kasturba Hospital

✓ Fortune Hotel in Lucknow is also lending assistance through the provision of more than 1000 meals per day.

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• ITC Grand Chola & ITC Kohenur has been offered to enable stopover of asymptomatic international travellers as and when required

“Going by estimates and inputs received from members in different parts of India, in total, around 40,000 rooms have been offered to the local authorities and NGOs,” said FHRAI vice president Gururaj Singh Kohli. “The hospitality industry and its entrepreneurs have opened their doors to support the people and the central, state and local authorities to combat the Covid-19 pandemic.” The establishments range from five-star deluxe hotels to lesser known standalone properties.

On Friday, the Tata Group’s ITC allotted rooms in the Taj Mahal Palace, Taj Lands End, Taj Santacruz and The President hotels in Mumbai for providing accommodation to health workers. ITC’s Ginger hotels in locations such as Bhavnagar, Faridabad and Bengaluru are providing rooms for quarantining people. Ginger hotels in Mumbai and Noida have been set aside for medical workers.

Besides the ITC Maratha in Mumbai, ITC Hotels has also set aside rooms in Bengaluru hotel for quarantining people. The Delhi government announced this week that doctors on Covid-duty in the city will be housed at The Lalit Lremen Tree. ITC Hotels is offering quarantining facilities for asymptomatic people in Delhi, Gurugram and Bengaluru.

The Federation of Associations in Indian Tourism and Hospitality (FAITH) has been apprising the tourism ministry of rooms set aside. FAITH chairman Nikhil Anand wrote to the ministry detailing the list of measures being undertaken by different chains on March 30. He said he will continue to update this information.

Chains such as ITC, Marriott, and Sarovar Hotels have also been providing free meals to the health departments of various states, government hospitals and police stations.
ITC’s business divisions and brands have also initiated programmes across the country on awareness building.

ITC Savlon brand is working tirelessly to enhance awareness about the importance of hand hygiene through campaigns.

In another initiative, ITC’s notebook brand Classmate has also introduced a social media campaign to keep students spirited and engaged creatively during the lockdown period.

Company doctors at the factories of ITC’s Paperboards and Specialty Papers Business conducted awareness camps for communities in their catchments.

The Business also disinfected around 18 villages around the Bhadrachalam factory.
ITC has initiated a slew of measures to keep the operations running for supply of essential items, as well as to ensure safety of those who are working.

Measures include:

- **Contingency Management Teams** at all locations
- Manufacturing facilities to have **minimal staff**
- Heightened level of **strict protocols for personal hygiene, sanitation and social distancing** in factories
- **Safety precaution** including supply of sanitiser, protective gear, masks, regular temperature checks, staggered work timings and availability of 24x7 medical support

Around 4,000 ITC employees are working remotely and from home every day using video conferencing leveraging ITC Infotech’s backbone.
Thank You

#ITCFightsCovid19