



Overview of Brand Extension ITC Hotels



Various brands of ITC



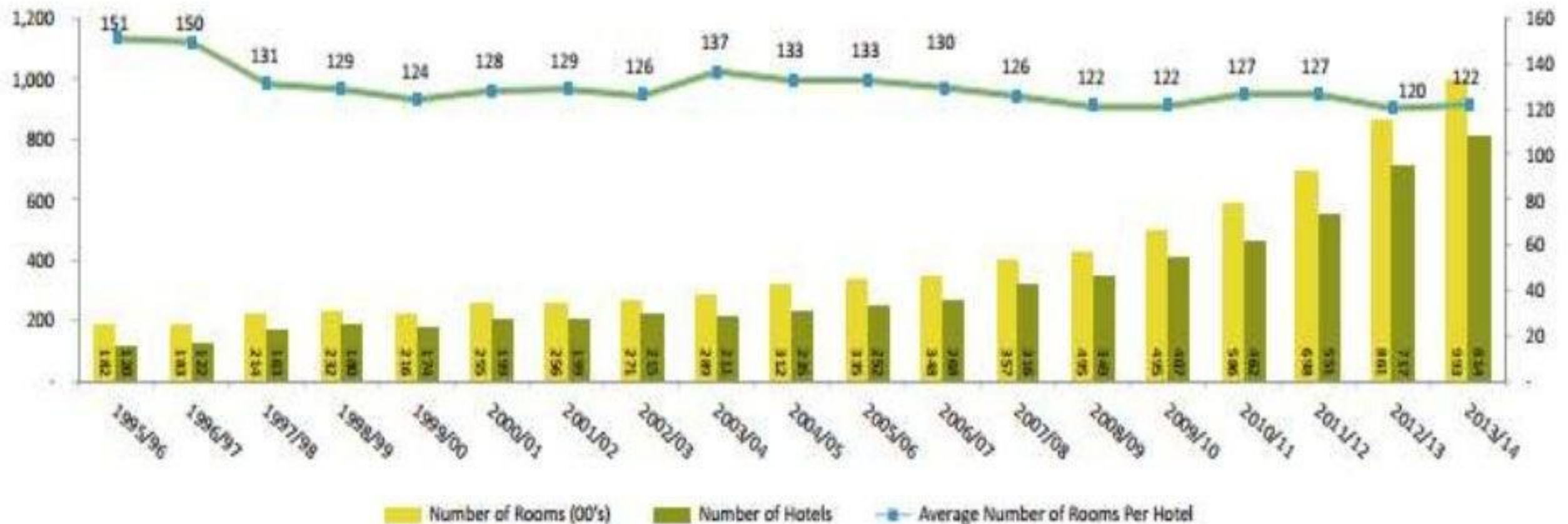
ITC Maurya, New Delhi

ITC's extension in Luxury Hotels



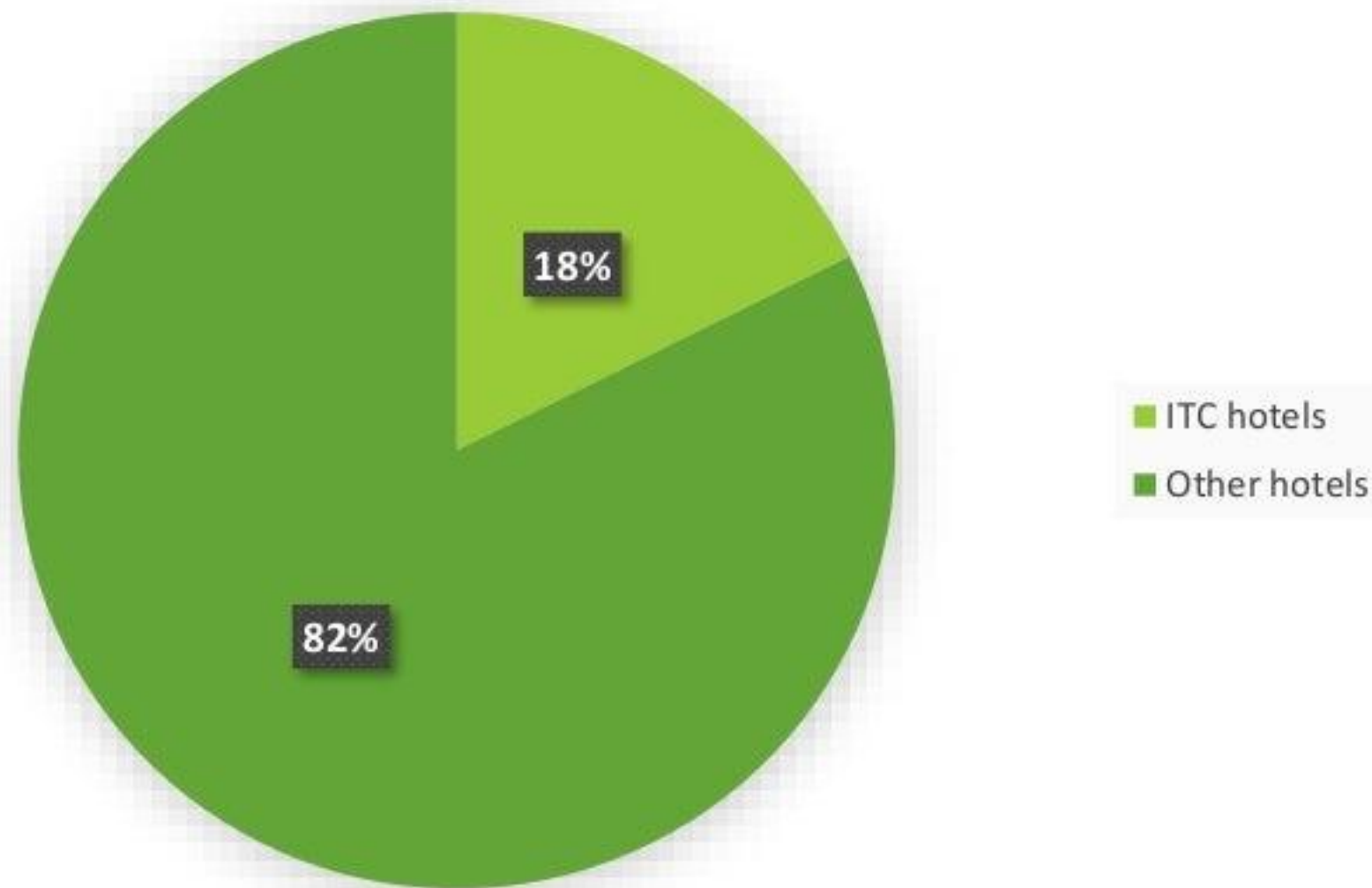
ITC entered the hotel industry in 1975

Luxury Hotel Industry in India



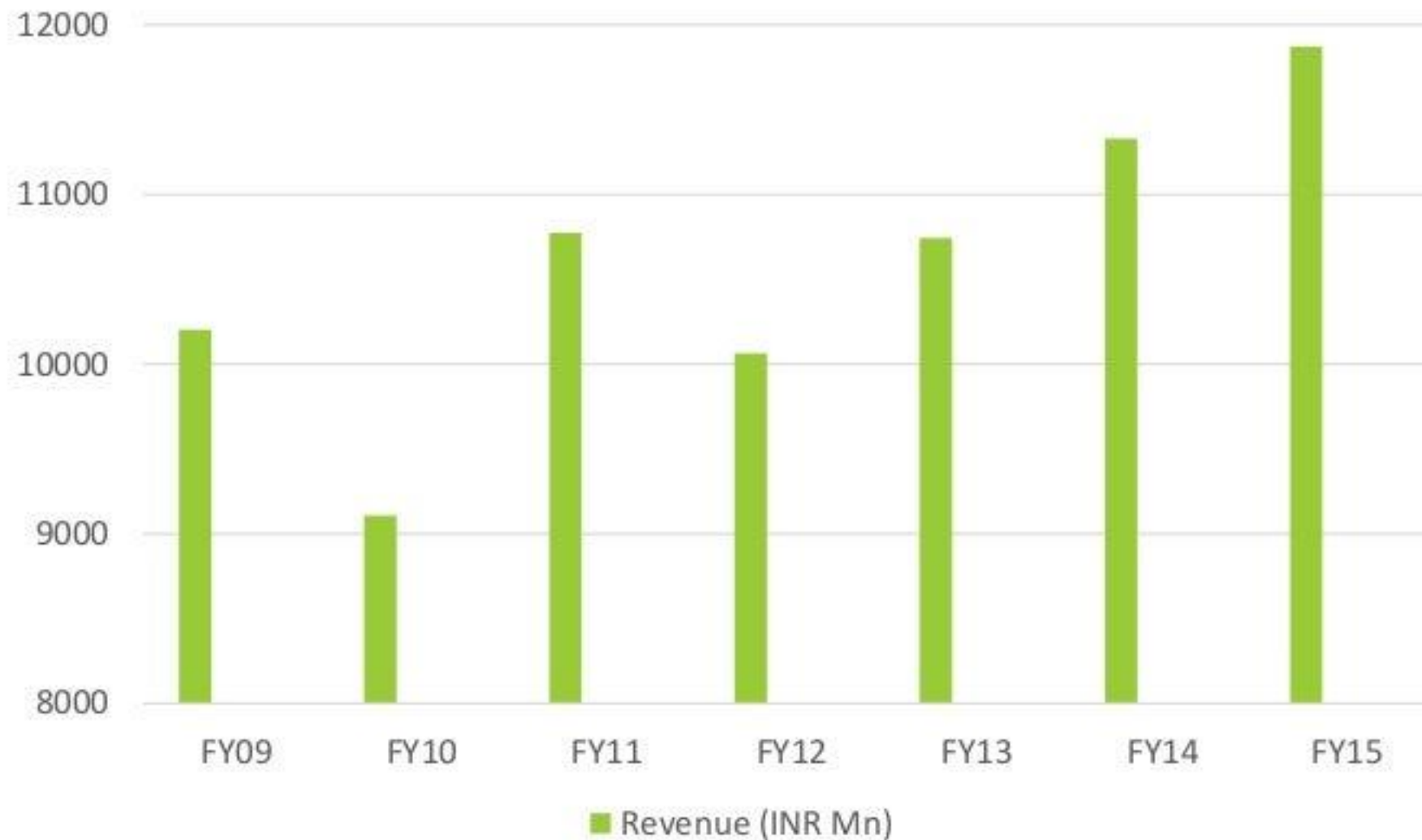
Luxury hotels witnessed a 8x growth in FY96-14

ITC's share in the pie



Of 52,000 luxury rooms in India, ITC has 9,200

ITC's growth over the years



ITC has added 8,000 rooms in the last 2 years

Product – What are we selling?



Luxury rooms

Product – ITC also provide services



ITC also provides services as part of its offerings

Product Categories

BRAND	CATEGORY	POSITIONING
ITC HOTEL	LUXURY COLLECTION	MANSION OF LUXURY
WELCOME HOTEL	SHERATON UPPER UP SCALE	PASSION FOR QUALITY
FORTUNE HOTEL	UPSCALE - MIDSCALE	PROMISE OF TRUE VALUE
WELCOME HERITAGE	HERITAGE	UNIQUE EXPERIENCES

Price

Charged according to facilities

Room rentals & service charges are very high

Rent for Basic Rooms are ~8-10k/ room/ night

Pricing is the only mix which generates turnover

ITC follows premium pricing strategy

Place

Strategic Locations

Metropolitan cities

Business hubs

Tourist places

Heritage areas

Mumbai

Chennai

Bengaluru

Hyderabad

Kolkata

Jaipur

Agra

Vadodara

Aurangabad

Delhi

ITC is spread across various cities in India

Promotions

1

Loyalty Program for Customers



- ITC has a reward program for its customers
- Members will earn loyalty points based on usage

2

Tie up with Wills Lifestyle stores

The logo for WILLS LIFESTYLE is set against a solid red background. The word "WILLS" is in a large, white, serif font, and "LIFESTYLE" is in a smaller, white, sans-serif font below it.

- ITC has a tie up with Wills Lifestyle
- Members get rewarded with Loyalty points for their purchase

3

Schemes based on Usage



ITC offers various schemes to increase consumption (one night stay free in the hotel for spending Rs. 60,000 in its properties)

Segmentation & Targeting

Geographical

- Urban Area

Demographical

- High Income Segment

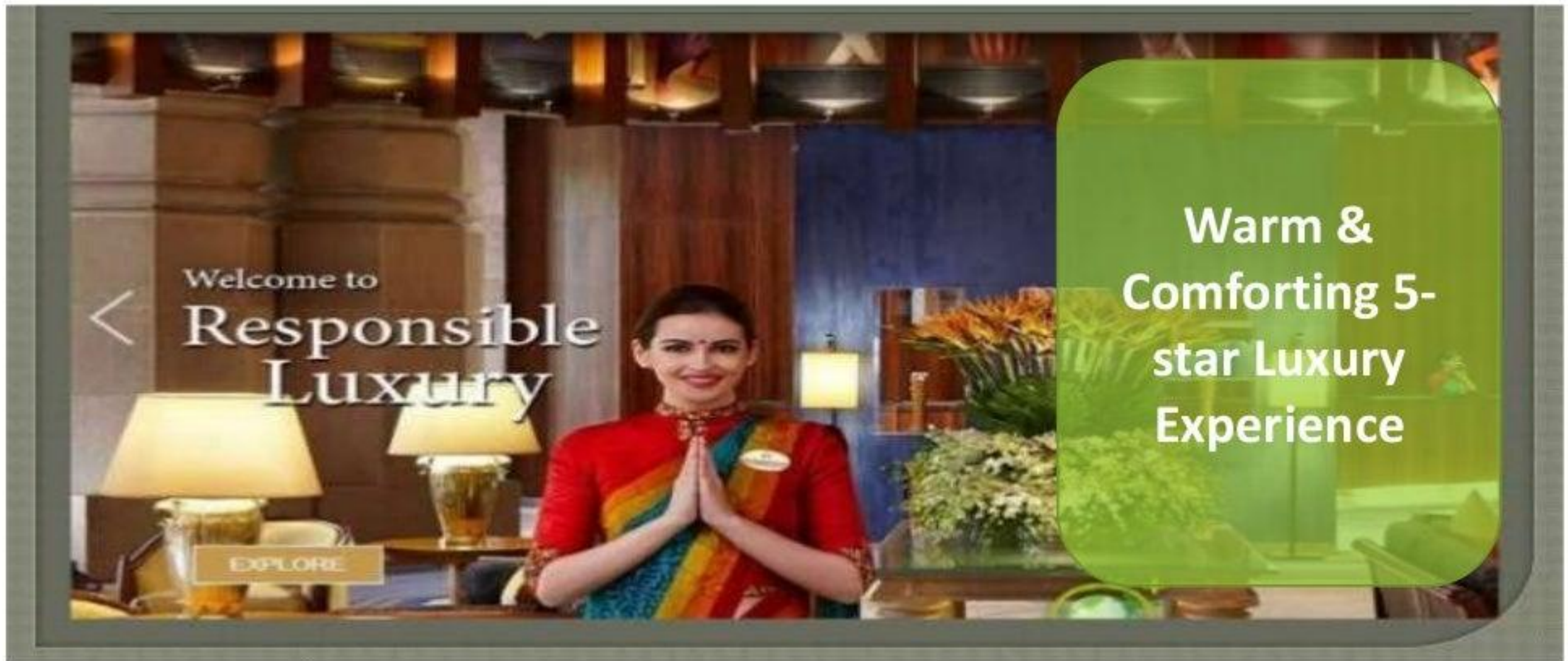
Psychographic

- Life Style



High Income Families
Indian and Foreigner Couples
Corporate Travelers
Corporate – Meetings & Events

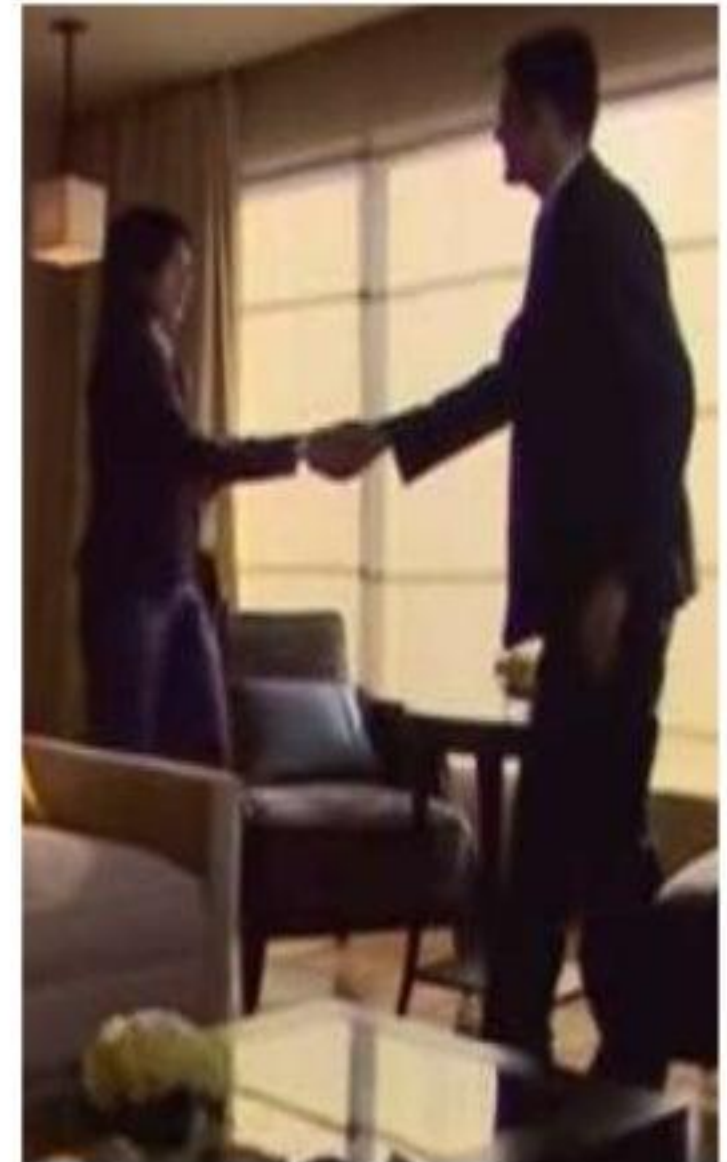
Positioning



Advertisement

Advertisement Analysis

Ads have an Emotional Value
Targeting Couples, Family and
Corporates



Competitive Frame of Reference



ITC perceived as best hospitality & service provider

Competitor Analysis

BRAND	ITC	TAJ HOTELS
PRODUCT	LUXURY COLLECTION	MANSION OF LUXURY
PRICE	HIGH	HIGH
PLACE	UPSCALE -MIDSCALE	PROMISE OF TRUE VALUE
PROMOTION	HERITAGE	UNIQUE EXPERIENCES

POP's & POD's

Points of Parity

Luxury Hotels
High class properties
Premium locations

Points of Difference

Premium Servicing
Heritage Properties



Thank you!

Brand Management Project

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