

ITC Tobacco Products - Price and Profit Margins

Product Name	Category	Average Price (per pack)	Distributor Price (70-65%)	Distributor Profit (30-35%)	Retailer Price (92-88%)	Retailer Profit (8-12%)	Retail Price (MRP)
Insignia	Cigarette	₹250	₹162.5 - ₹175	₹75 - ₹88	₹230 - ₹220	₹20 - ₹30	₹250
India Kings	Cigarette	₹220	₹143 - ₹154	₹66 - ₹77	₹203 - ₹193.6	₹17 - ₹26.4	₹220
Classic	Cigarette	₹200	₹130 - ₹140	₹60 - ₹70	₹182 - ₹168	₹18 - ₹32	₹200
Gold Flake	Cigarette	₹180	₹117 - ₹126	₹54 - ₹63	₹164.16 - ₹151.2	₹15.84 - ₹28.8	₹180
Navy Cut	Cigarette	₹160	₹104 - ₹112	₹48 - ₹56	₹145.6 - ₹134.4	₹14.4 - ₹25.6	₹160
American Club	Cigarette	₹150	₹97.5 - ₹105	₹45 - ₹52.5	₹136.5 - ₹126	₹13.5 - ₹24	₹150
Bristol	Cigarette	₹140	₹91 - ₹98	₹42 - ₹49	₹127.4 - ₹117.6	₹12.6 - ₹22.4	₹140
Scissors	Cigarette	₹130	₹84.5 - ₹91	₹39 - ₹45.5	₹118.3 - ₹109.2	₹11.7 - ₹20.8	₹130
Capstan	Cigarette	₹120	₹78 - ₹84	₹36 - ₹42	₹109.2 - ₹100.8	₹10.8 - ₹19.2	₹120
Flake Premium	Cigar	₹500	₹325 - ₹350	₹150 - ₹175	₹460 - ₹440	₹40 - ₹60	₹500
Wills Flake	Cigar	₹400	₹260 - ₹280	₹120 - ₹140	₹368 - ₹352	₹32 - ₹48	₹400
Gold Flake Premium	Cigar	₹350	₹227.5 - ₹245	₹105 - ₹122.5	₹322 - ₹308	₹28 - ₹42	₹350
Scissors Beedi	Beedi	₹50	₹32.5 - ₹35	₹15 - ₹17.5	₹46 - ₹44	₹4 - ₹6	₹50
Gold Flake Beedi	Beedi	₹55	₹35.75 - ₹38.5	₹16.5 - ₹19.25	₹50.6 - ₹48.4	₹4.4 - ₹6.6	₹55
Raja Chhattarpati	Chewing Tobacco	₹60	₹39 - ₹42	₹18 - ₹21	₹55.2 - ₹52.8	₹4.8 - ₹7.2	₹60
Dinesh Beedi	Chewing Tobacco	₹65	₹42.25 - ₹45.5	₹19.5 - ₹22.75	₹59.8 - ₹57.2	₹5.2 - ₹7.8	₹65

End Note

Variability of Tobacco Products: The prices and profit margins listed above are based on hypothetical averages and may vary depending on regional market conditions, local taxes, and distributor agreements. The actual price and profit margins can fluctuate due to factors such as changes in manufacturing costs, import duties, and market demand. It is advisable for distributors and retailers to stay informed about these variables to maintain optimal pricing strategies.

Consumer Warning: Tobacco consumption is harmful to health. It causes a range of serious diseases including cancer, heart disease, and respiratory ailments. Smoking and other forms of tobacco use are addictive and pose a significant risk to the health and well-being of users and those exposed to second-hand smoke. For health and safety, it is strongly recommended to avoid the use of tobacco products.