

Graphic Era Hill University



BBA-309 Business Strategy

Submitted to:
Mr. Udit Pandey
(Ass. Prof), GEHU



Imperial Tobacco Company of India Limited (ITC).



PRESENTED BY
Babita Karmiyal, Deepak Birkhani, Deepankar Sharma



to avoid confusion,

NOT THIS ITC !!!!!!!!

The screenshot shows a web browser window with multiple tabs open. The active tab is titled 'ITC and the Millennium Development Goals' and displays the URL 'www.intracen.org/itc/about/mission-and-objectives____/millennium-development-goals/'. The website header includes navigation links for 'Exporters', 'Trade support institutions', and 'Policymakers', along with language options (EN, FR, ES) and a 'Subscribe' button. The ITC logo is prominently displayed. A search bar is located on the right side of the header. Below the header, a dark blue navigation bar contains links to 'HOME', 'ABOUT ITC', 'GLOBAL GOALS', 'PROJECTS', 'SECTORS', 'MARKET INFO & TOOLS', 'PUBLICATIONS', 'EVENTS', 'NEWS', and 'COUNTRIES / TERRITORIES'. The main content area is titled 'ITC and the Millennium Development Goals' and features three images: a woman in a green shirt working in a field, a map of the world with red and blue regions, and a woman in a white headscarf holding a basket of fruit. To the left of the main text is a sidebar with the heading 'OUR ROLE IN THE UN AND WTO' and the subheading 'Aid for Trade'. The main text block states: 'ITC's goal is to assist developing and transition countries to achieve sustainable development through exports. Our objective is increased and better trade, which creates employment, entrepreneurial opportunities and generates income. Significant progress has been made towards achieving the Millennium Development Goals (MDGs). Signed by 189 countries, the eight Millennium Development Goals that derive from the Millennium Declaration in 2000 are interrelated and should be seen as a whole. They represent a partnership between developed and developing countries to create an environment - at the national and global levels alike - which is conducive to development and'. To the right of the main text is a sidebar titled 'LATEST CORPORATE' which includes links to 'ITC corporate video', 'Annual Report 2017', and 'Corporate Brochure'. The Windows taskbar at the bottom shows the search bar and various application icons. The system clock in the bottom right corner indicates the time is 8:45 PM on 20-Dec-21.

MySQL :: Download x ITC Ltd has diversifie x itc logo - Google Se x ITC and the Millenni x +

www.intracen.org/itc/about/mission-and-objectives____/millennium-development-goals/

Dashboard Graphic Era Hi...

Exporters Trade support institutions Policymakers EN FR ES Subscribe

International Trade Centre

Search

HOME ABOUT ITC GLOBAL GOALS PROJECTS SECTORS MARKET INFO & TOOLS PUBLICATIONS EVENTS NEWS COUNTRIES / TERRITORIES

ITC and the Millennium Development Goals

OUR ROLE IN THE UN AND WTO
Aid for Trade

ITC's goal is to assist developing and transition countries to achieve sustainable development through exports. Our objective is increased and better trade, which creates employment, entrepreneurial opportunities and generates income.

Significant progress has been made towards achieving the Millennium Development Goals (MDGs). Signed by 189 countries, the eight Millennium Development Goals that derive from the Millennium Declaration in 2000 are interrelated and should be seen as a whole. They represent a partnership between developed and developing countries to create an environment - at the national and global levels alike - which is conducive to development and

LATEST CORPORATE

Trade impact for good

ITC corporate video

Annual Report 2017

Corporate Brochure

Search the web and Windows

8:45 PM
20-Dec-21

Contents

- HISTORY OF ITC
- INTRODUCTION OF ITC
- COMPANY PROFILE
- VISION & MISSION
- GOALS AND OBJECTIVES
- CORPORATE LEVEL STRATEGIES
- PRODUCTS
- CONCLUSION

ITC. Touching your life. Everyday



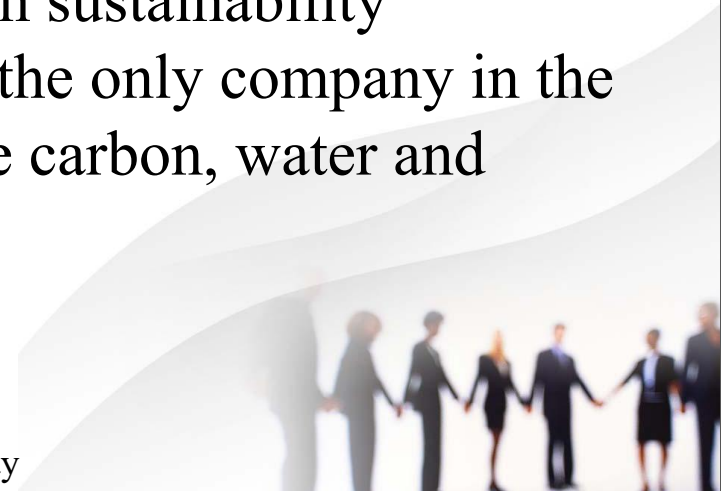
HISTORY OF ITC

- **24 Aug 1910** – ITC incorporated under the name of 'Imperial Tobacco Company of India Limited'.
- **1925**– ITC's Packaging & Printing Business Division was set up as a strategic backward integration for ITC's Cigarettes business.
- **1974** – The Company's ownership progressively Indianised, and the name of the Company was changed to ITC Limited (Indian Tobacco Company).
- **1975** – The Co. launched its HOTEL BUSINESS which was named 'ITC-Welcome group Hotel Chola'.
- **1979** – ITC entered the Paperboards Business by promoting Bhadrachalam Paperboards Limited, which today has become the market leader in India.
- **1985** – Surya Nepal Pvt. Ltd.
- **2000-21** - ITC continues to foray into the Greeting, Gifting and Stationery products and FMCG products



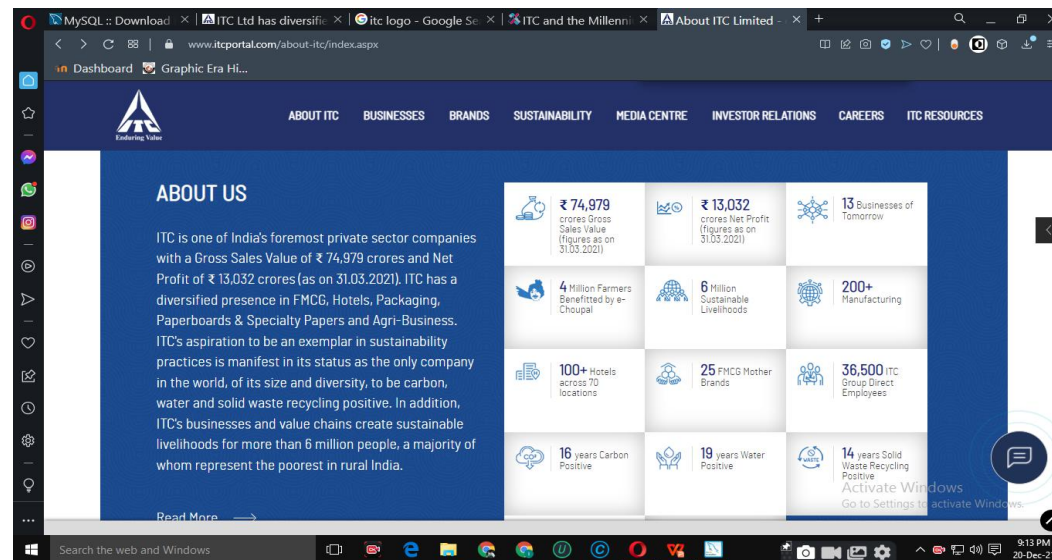
Introduction

- ITC is one of India's foremost private sector companies with a Gross Sales Value of ₹ 74,979 crores and Net Profit of ₹ 13,032 crores (as on 31.03.2021).
- ITC has a diversified presence in FMCG, Hotels, Packaging, Paperboards & Specialty Papers and Agri-Business.
- ITC's aspiration to be an exemplar in sustainability practices is manifest in its status as the only company in the world, of its size and diversity, to be carbon, water and solid waste recycling positive.



Continue...

- In addition, ITC's businesses and value chains create sustainable livelihoods for more than 6 million people, a majority of whom represent the poorest in rural India.



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PROFILE OF ITC

- **Type: Public**
- **Traded as: BSE: 500875 BSE SENSEX Constituent**
- **Industry: Conglomerate**
- **Predecessor(s):**
- **Founded: August 24, 1910^[1] (as Imperial Tobacco Company of India)**
Founder(s) Henry Overton Wills
- **Headquarters: Virginia House, Kolkata, West Bengal, India**
- **Chairman: Sanjiv Puri(Chairman & MD)**
- **Products: Tobacco, Hotels, Paperboards & specialty papers, packaging, agri-business, packaged foods & confectionery, IT, branded apparel, personal care, stationery, safety matches and other FMCG products**
- **Revenue : ₹ 74,979 crores**
- **Net Profit : ₹ 13,032 crores (as on 31.03.2021)**
- **Employees : 36,500 (2021)**
- **Website : www.itcportal.com**



VISION & MISSION

- **Vision:** Sustain ITC's position as one of India's most valuable corporations through world class performance, creating growing value for the Indian economy and the Company's stakeholders.
- **Mission:** To enhance the wealth generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value.



GOALS AND OBJECTIVES:

- 'Nation First: Sab Saath Badhein': ITC is investing in India's future by building world-class consumer goods factories and iconic hospitality assets that will contribute to the country's competitive capacity. These investment projects underpin the Company's support to the Government's "Make in India" vision.
- Leveraging Institutional Strengths: The competitiveness of ITC's diverse businesses rest on the strong foundations of institutional strengths derived from its deep consumer insights, cutting-edge Research & Development, differentiated product development capacity, brand-building capability, world-class manufacturing infrastructure, extensive rural linkages, efficient trade marketing and distribution network and dedicated human resources.
- Multiple Drivers of Growth



CORPORATE LEVEL STRATEGIES

- Create multiple drivers of growth by developing a portfolio of world class businesses that best matches organisational capability with opportunities in domestic and export markets.
- Continue to focus on the chosen portfolio of FMCG, Hotels, Paper, Paperboards & Packaging, Agri Business and Information Technology.
- Benchmark the health of each business comprehensively across the criteria of Market Standing, Profitability and Internal Vitality.
- Ensure that each of its businesses is world class and internationally competitive.
- Enhance the competitive power of the portfolio through synergies derived by blending the diverse skills and capabilities residing in ITC's various businesses.
- Create distributed leadership within the organisation by nurturing talented and focused top management teams for each of the businesses.
- Continuously strengthen and refine Corporate Governance processes and systems to catalyse the entrepreneurial energies of management by striking the golden balance between executive freedom and the need for effective control and accountability.



POSITIONING OF ITC

• **TOUCHING YOUR
LIFE EVERYDAY.**

ITC. Touching your life. Everyday



THE STARTERS

The Starting point of The company was Imperial Tobacco Co. of India Ltd. The Company manufacture and distribute cigarettes and smoking tobaccos and specialist papers including cigarette tissue papers (Sole manufacturer in the country).

- Insignia
- India Kings
- Classic
- Gold Flake
- Silk Cut
- Navy Cut
- Scissors
- Capstan
- Berkeley
- Bristol
- Flake.

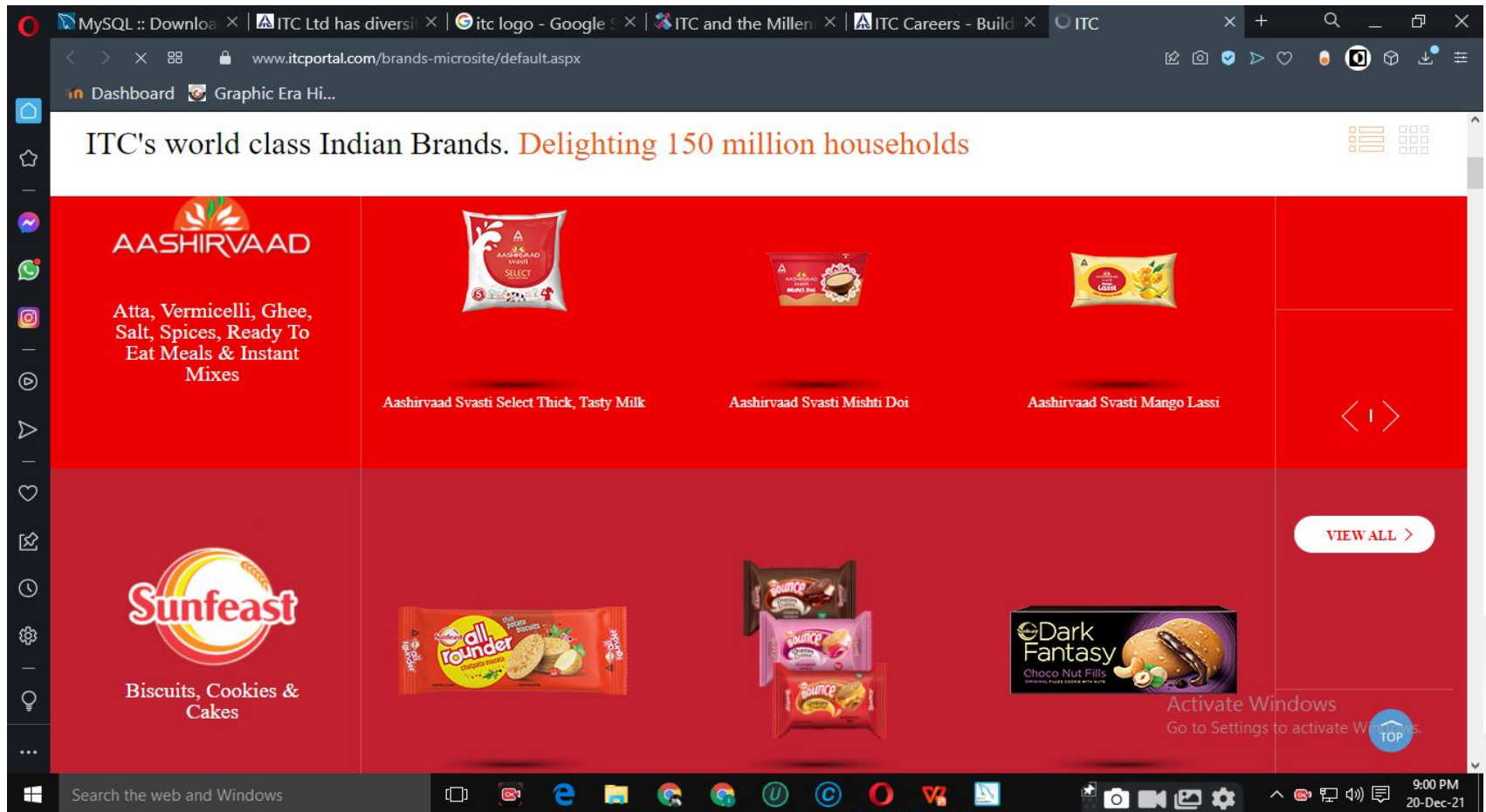
**Due to the Ban on cigarettes adds therefore,
NO PREVIEW AVAILABLE**



PRODUCT PORTFOLIO



hyperlinked to the portfolio !!!



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WELOCOME GROUP OF HOTELS



OTHERS PRODUCTS

- **Kitchens of India**
- **Mint-o**
- **Candy man**
- **Bingo**
- **Expression**



Competitors of ITC Ltd.

- Golden Tobacco Limited
- Godfrey Philips India Ltd.
- VST Industries Ltd. (**Vazir Sultan Tobacco Company**)
- RTCL Ltd. (**Raghunath Tobacco Company Ltd**)
- Hindustan Unilever Ltd.
- Marico





- **e-Choupal** is an initiative of ITC Limited, a large multi business conglomerate in India, to link directly with rural farmers via the Internet for procurement of agricultural and aquaculture products like soybeans, wheat, coffee, and prawns. e-Choupal was conceived to tackle the challenges posed by the unique features of Indian agriculture, characterized by fragmented farms, weak infrastructure and the involvement of numerous intermediaries. The programme involves the installation of computers with Internet access in rural areas of India to offer farmers up-to-date marketing and agricultural information.



Companies using e- Choupal network

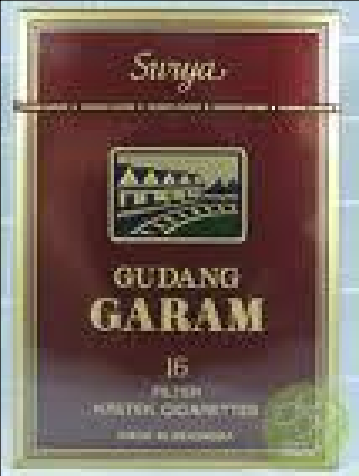


CONCLUSION

- ITC promoting their brands through advertisement campaign as well as door to door promotion.
- ITC is also focusing on Retailers and Wholesalers to promote their brand.
- The demand of their product is very low, because people don't know about their brands very well.
- ITC knows their strength and weakness in the personal care market, so they are applying new concept to overcome their weaknesses.
- ITC now offering more margins, exiting offers and long credit period to retailers and wholesalers.

ITC. WORKING FOR YOU. WORKING FOR INDIA.





**THINK BEFORE
SMOKING.....**

THANK YOU

