



ITC Limited
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9th June, 2021

The Manager
Listing Department
National Stock Exchange of
India Ltd.
Exchange Plaza,
Plot No. C-1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051

The General Manager
Dept. of Corporate Services
BSE Ltd.
P. J. Towers
Dalal Street
Mumbai 400 001

The Secretary
The Calcutta Stock
Exchange Ltd.
7, Lyons Range
Kolkata 700 001

Dear Sirs,

Participation in Investor Conference

Further to our letter dated 7th June, 2021 on the subject, we enclose, in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the presentation made by the Company's representatives at the 'Morgan Stanley Virtual India Summit' on 9th June, 2021.

Yours faithfully,
ITC Limited

(R. K. Singhi)
Executive Vice President &
Company Secretary

Encl: as above



cc: Securities Exchange Commission
Division of Corporate Finance
Office of International Corporate Finance
Mail Stop 3-9
450 Fifth Street
Washington DC 20549
U.S.A.

cc: Societe de la Bourse de Luxembourg
35A Boulevard Joseph II
L-1840 Luxembourg



Enduring Value

NATION FIRST: SAB SAATH BADHEIN

Creating Enduring Value Through Responsible Competitiveness

Focus on FMCG Business, Digital & Sustainability

*Morgan Stanley Investor Conference
9th June, 2021*

This presentation contains certain forward-looking statements including those describing the Company's strategies, strategic direction, objectives, future prospects, estimates etc. Investors are cautioned that "forward looking statements" are based on certain assumptions of future events over which the Company exercises no control. Therefore there can be no guarantee as to their accuracy and readers are advised not to place any undue reliance on these forward looking statements. The Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. These statements involve a number of risks, uncertainties and other factors that could cause actual results or positions to differ materially from those that may be projected or implied by these forward looking statements. Such risks and uncertainties include, but are not limited to: growth, competition, acquisitions, domestic and international economic conditions affecting demand, supply and price conditions in the various businesses in the Company's portfolio, changes in Government regulations, tax regimes and other statutes, and the ability to attract and retain high quality human resource.

Branded Packaged Foods



Personal Care Products

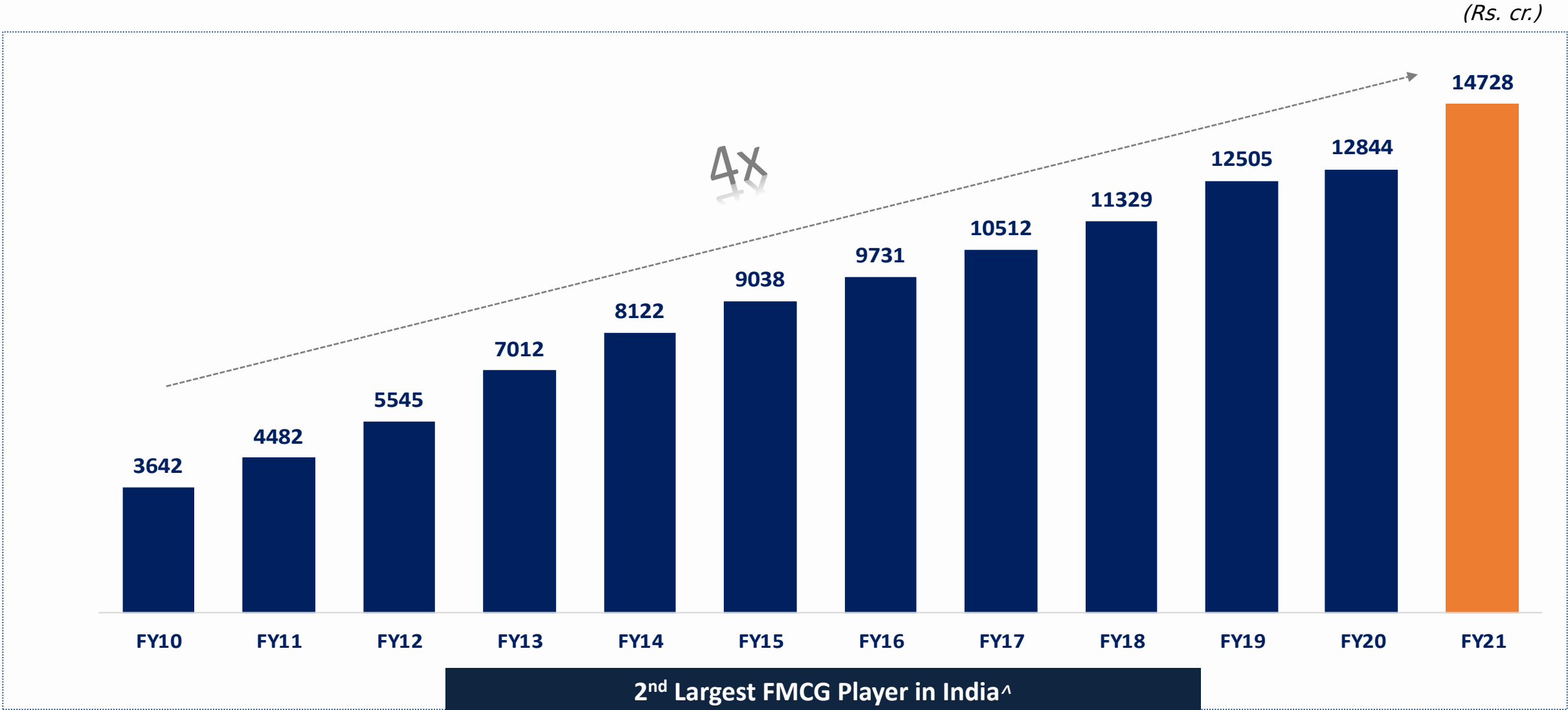


Education & Stationery Products

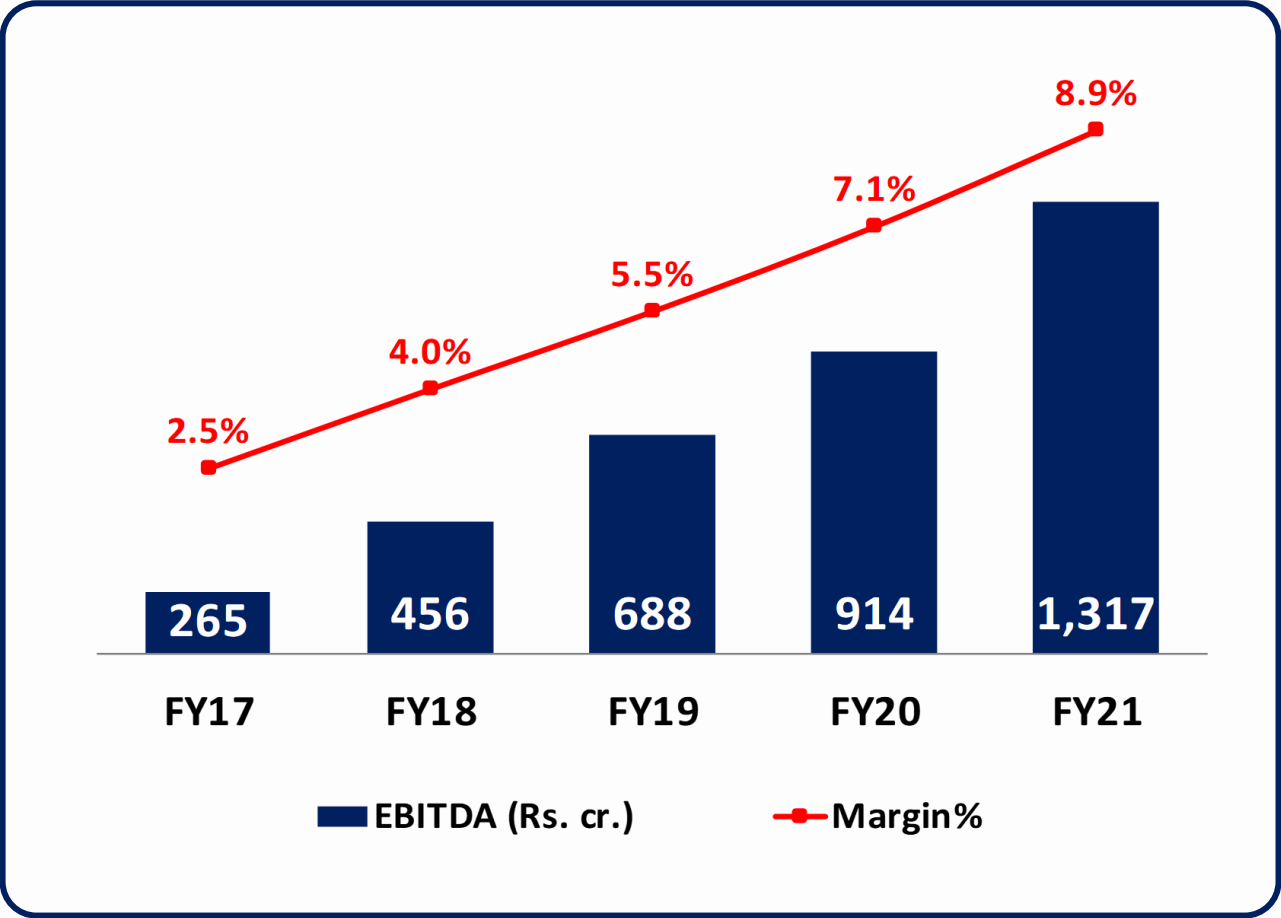
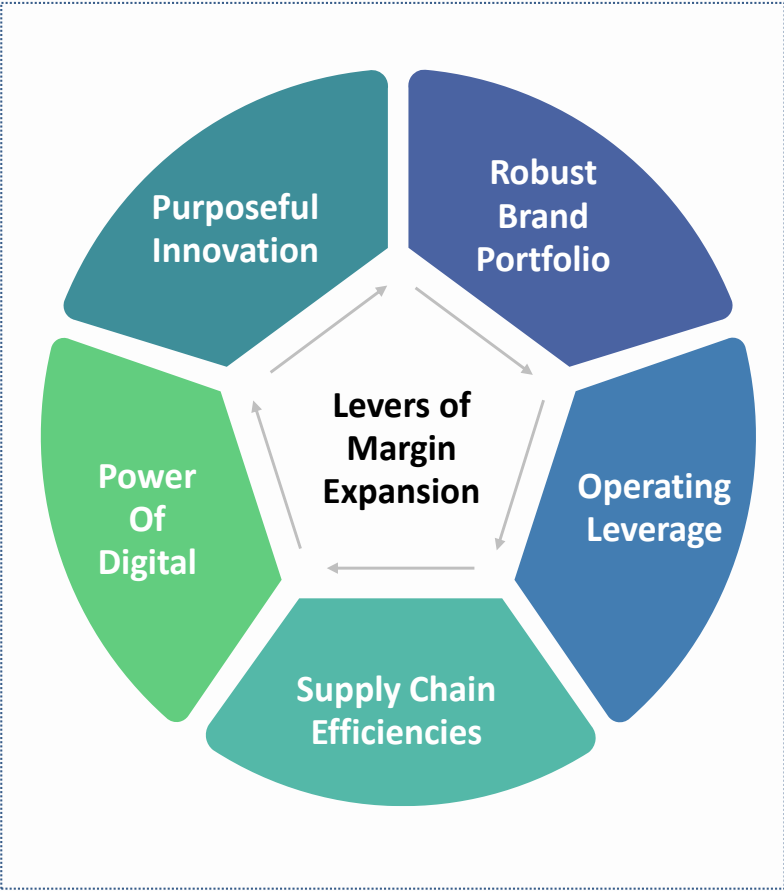


Matches & Agarbatti



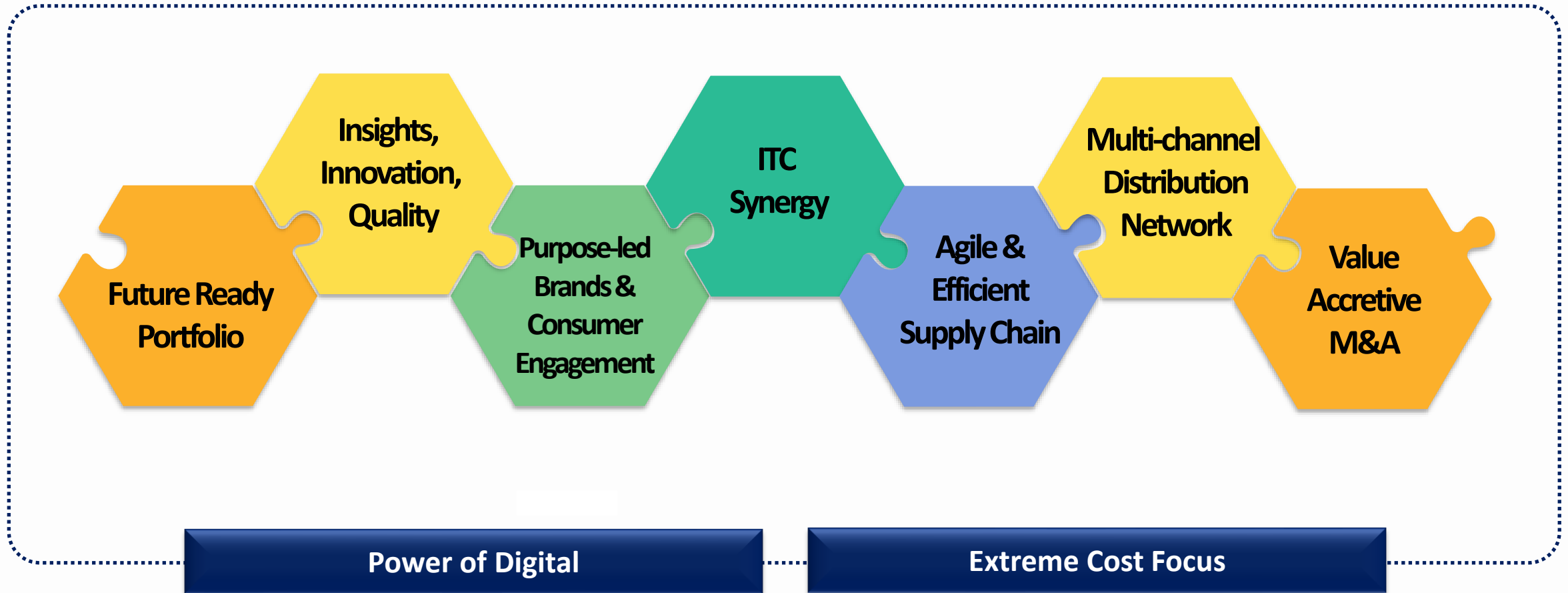


[^] listed cos.



EBITDA up **44%** in FY21
Margins up **~500 bps** since FY18

* Excl. LRBD, ESPB, Sunrise



Fortifying the Core



No.1 In Branded Atta



No.1 In Cream Biscuits



No.1 In Bridges Snacks



No.1 In Notebooks



No.2 In Noodles



No.1 In Dhoop

No.2 in Agarbatti

Annual Consumer Spends ~22,000 cr.

Addressing Adjacencies through Mother Brands



Building the New Core



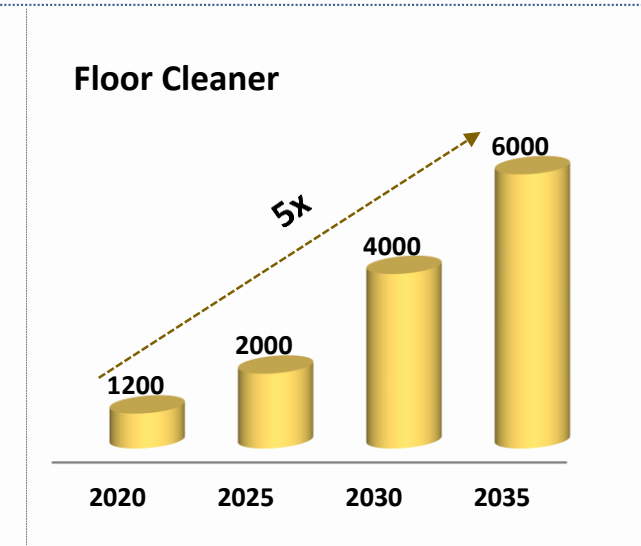
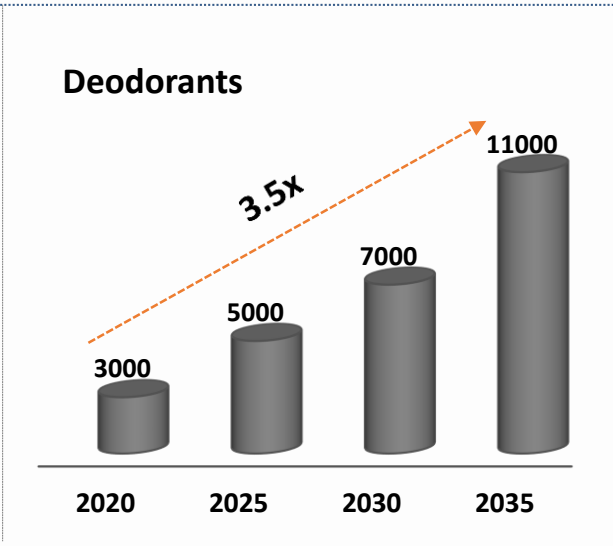
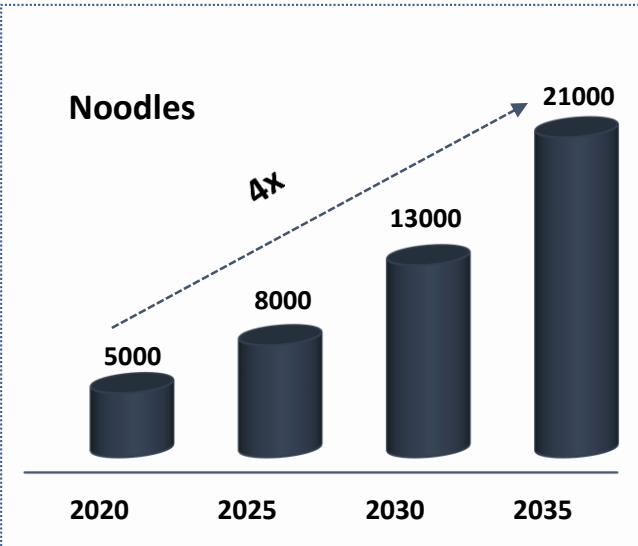
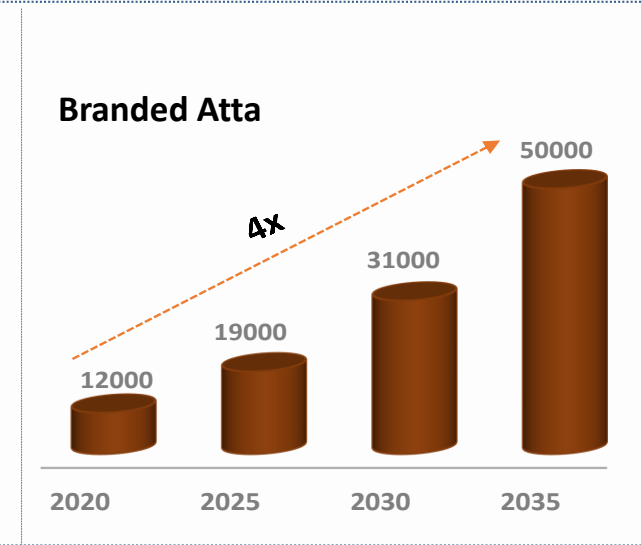
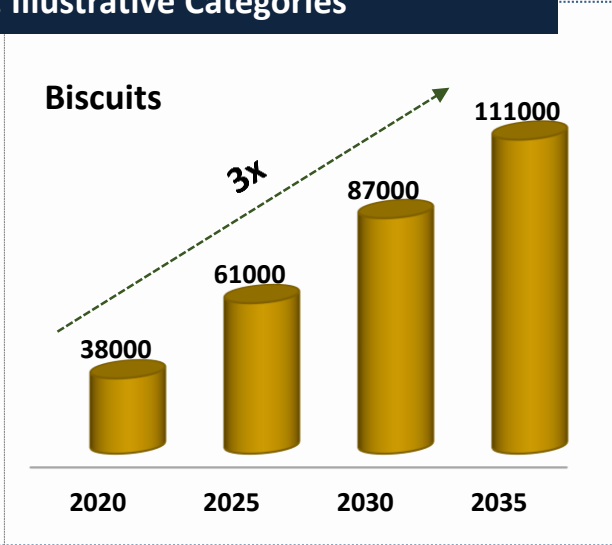
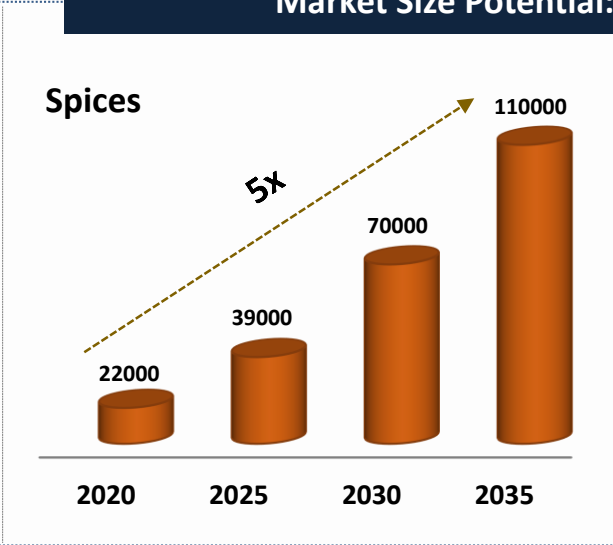
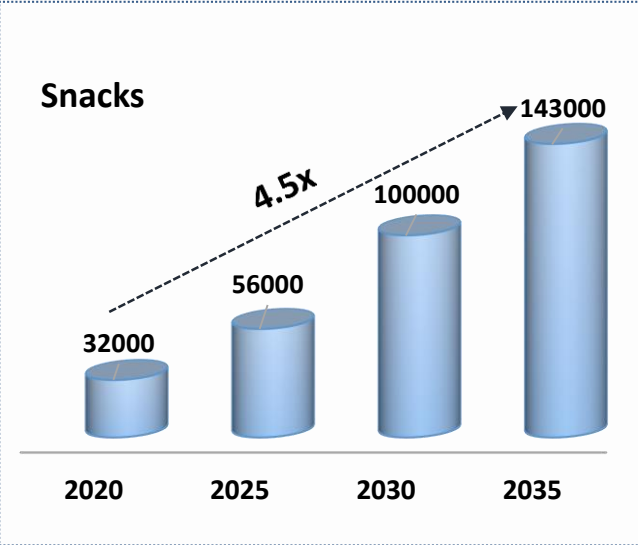
Addressable Market Expansion Potential :
Amongst the highest in Indian FMCG space

Powerful Extendable Mother Brands



Market Size Potential: Illustrative Categories

(₹ cr.)



Foods

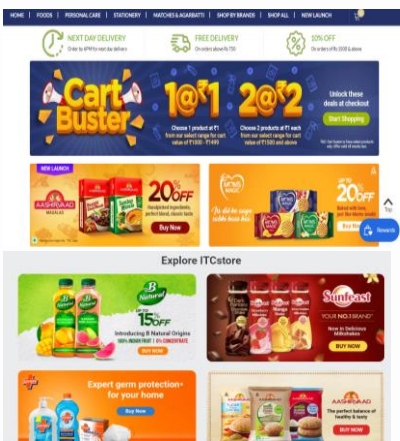


Personal Care



Stationery, Matches & Agarbatti







120+ New Launches in FY21

Insight + Innovation >> Impact

Hygiene++, Protection & Care



Savlon
Hexa range, Disinfectants, Masks & Wipes



Nimyle
Floor Cleaner

Nimwash
Fruits & Veggie Cleaner;

Nimeasy Dish Wash Gel

'Good For You' & 'Free From'



Aashirvaad Nature's Super Food
Organic Atta & Dals



Sunfeast
Digestive Range



Aashirvaad
Crystal & Proactive Salt



B Natural
Soups & Immunity Juices

Convenience & On-the-Go



Aashirvaad
On-the-Go Range



Aashirvaad
Ready to Cook



ITC Master Chef
All purpose Gravies



ITC Master Chef
Frozen Snacks



ITC Master Chef
Frozen Vegetables



Sunbean
Beaten Coffee

120+ New Launches in FY21

Insight + Innovation >> Impact

Indulgence



Fabelle
Luxury Chocolates



Sunfeast
Milkshakes



Sunfeast Dark Fantasy
Choco Chip, Choco Nut Fills,
Choco Creme



Sunfeast
All Rounder



Sunfeast
Caker



Fantastik Chocobar XL

Skin Care



Charmis
Facewash, Face Serum & Hand Cream



Dermafique
Bio Cellulose Face Masks



Healthier & Safer India



Women Empowerment



Responsible Citizens for the Future



Saluting Mothers



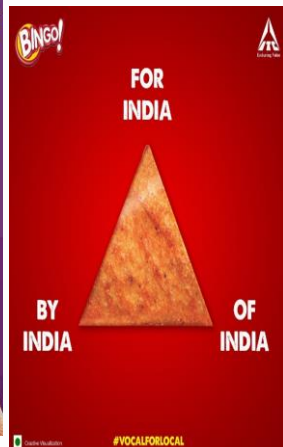
DIY and Influencer led



Creating Brand Love



Moment Marketing



Digital First Brands



Hygiene & Safety



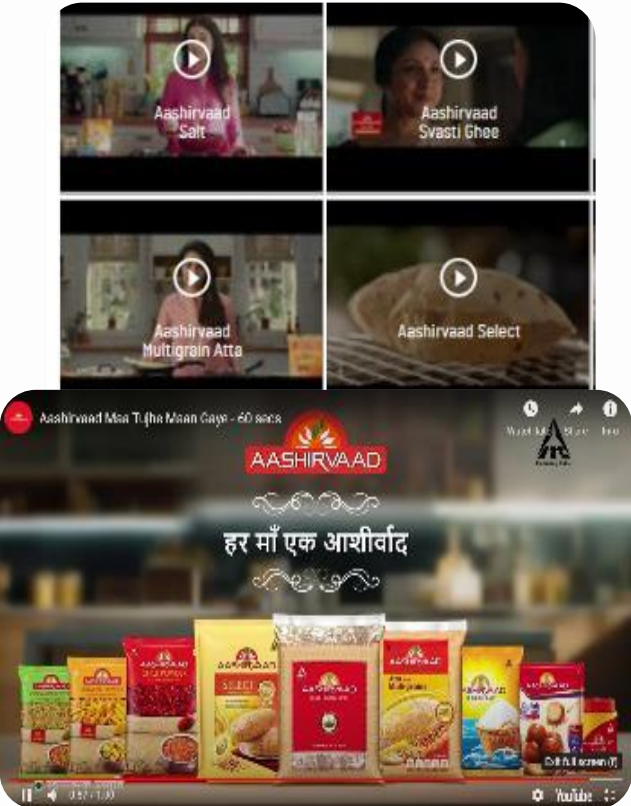
Introducing ITC Nimwash,
Vegetable and Fruit wash.

The first step of every recipe is to clean vegetables and fruits.
ITC Nimwash washes away pesticides* and 99.9% germs.~

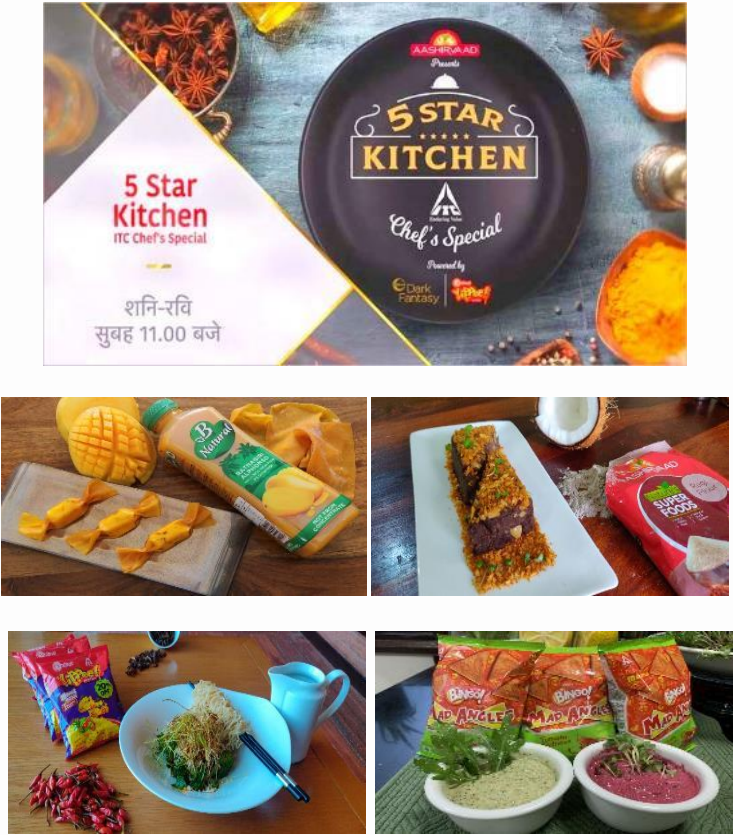
Chef Kunal Kapur Chef Sanjeev Kapoor Chef Vikas Khanna



Dominating India's
Kitchen



Immersive Mass Media
Content



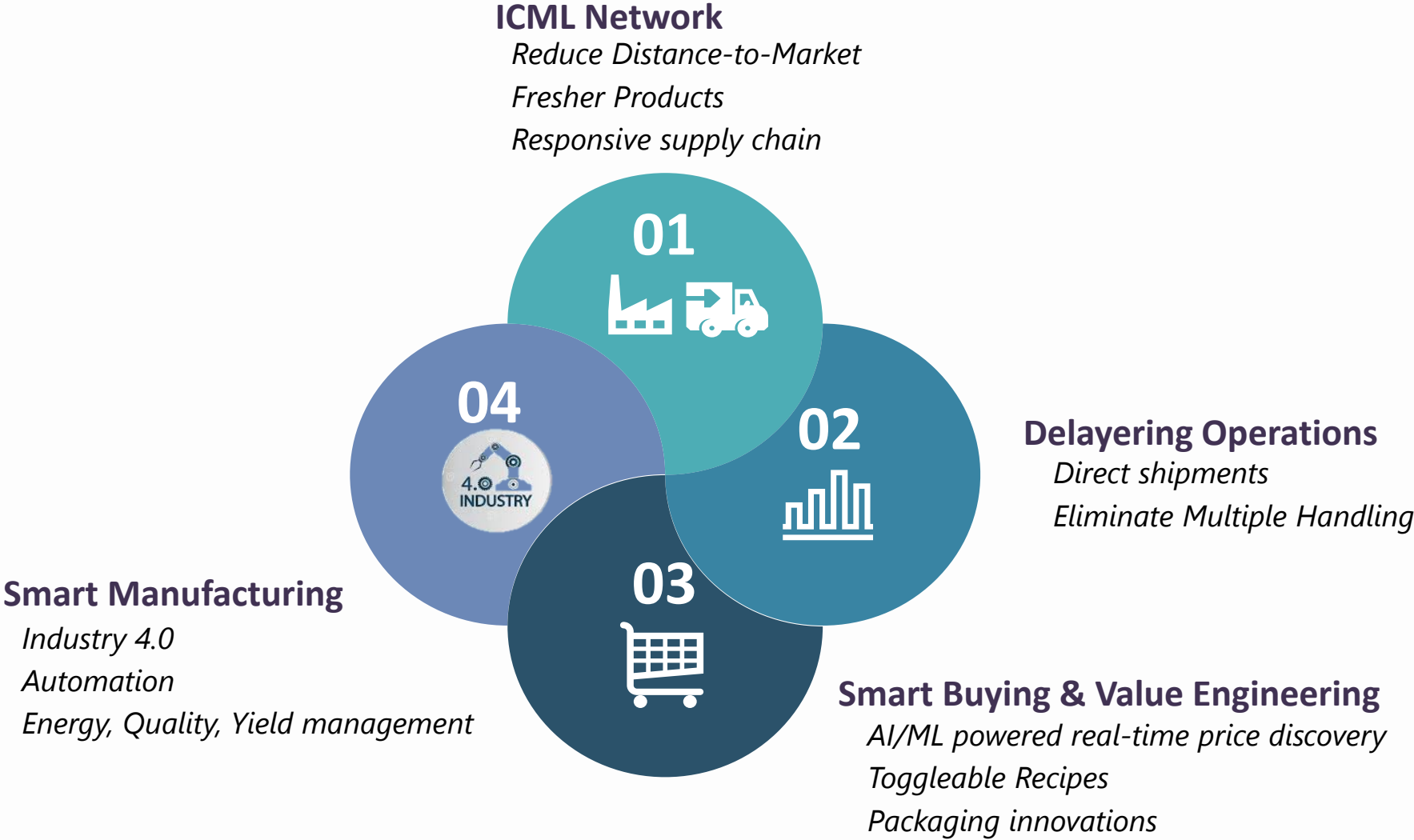


Savlon's innovative 'Healthy Hands Chalk Sticks' initiative bagged 7 Cannes Lions



Savlon - 1st Indian brand to win Grand Prix for 'Creative Effectiveness' at Cannes







The image displays four bottles of B Natural fruit drinks. From left to right: 1. Cloudy Apple: A green bottle with a label featuring a green apple and the text 'Cloudy Apple' and '100% Natural'. 2. Mixed Fruit: A green bottle with a label featuring various fruits and the text 'Mixed Fruit' and '100% Natural'. 3. Himalayan Mixed Fruit: A green bottle with a label featuring a mountain scene and the text 'Himalayan Mixed Fruit' and '100% Natural'. 4. Mandarin Orange: A green bottle with a label featuring orange slices and the text 'Mandarin Orange' and '100% Natural'.

A collection of Charmis skincare products. In the foreground, there is a white spray bottle of Vitamin C Face Serum with a pink band, a white tube of Hand Cream with a pink band, a white tube of Face Wash with a pink band, and a white jar of Deep Radiance Cream with a pink band. Behind them are their respective boxes, which are white with pink accents. The products are arranged on a white surface against a white background.

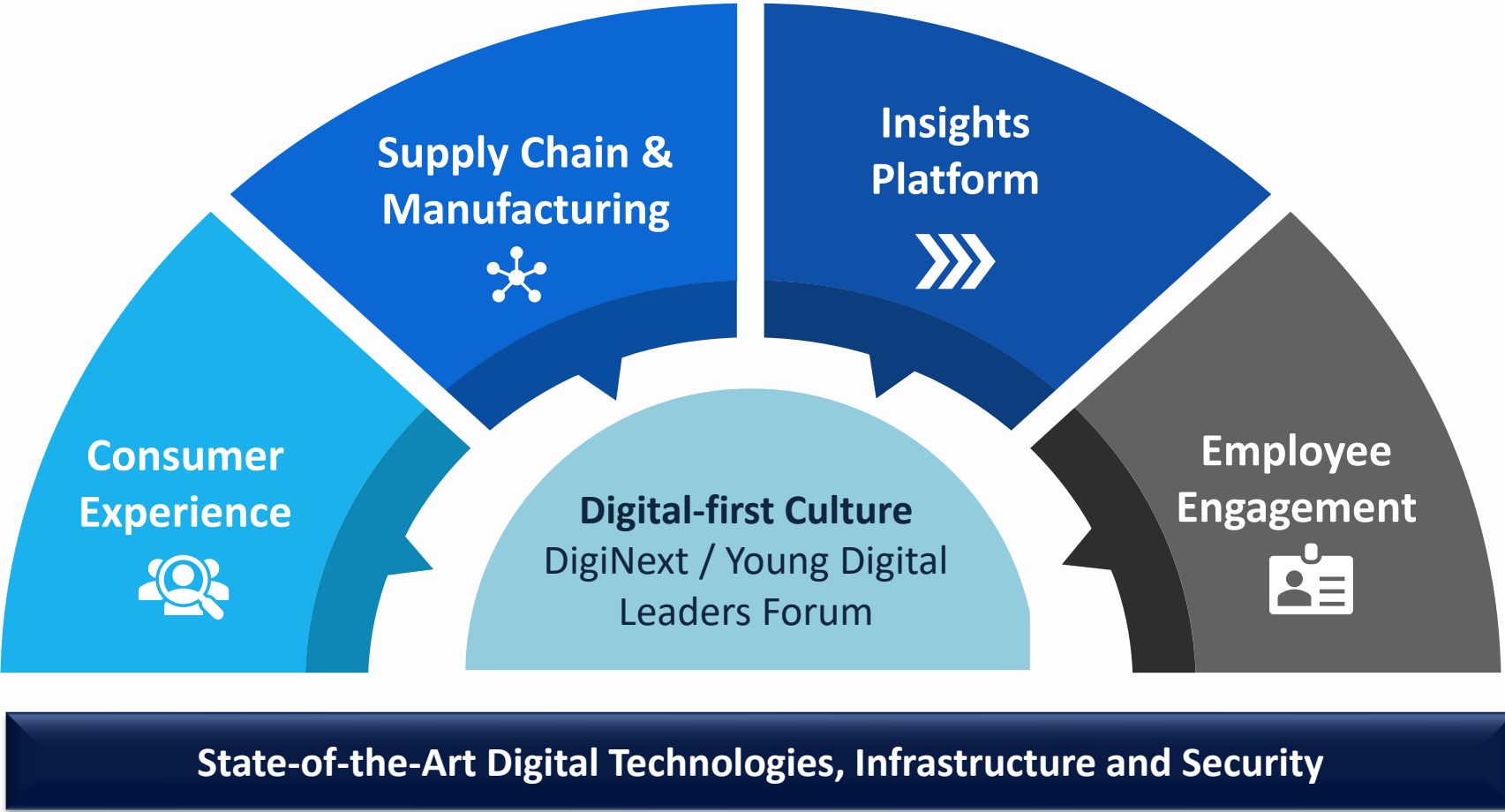


Enduring Value

Shaping the Future

Powered by Data & Digital





ITC SIXTH SENSE COMMAND CENTER

- AI-powered hyper personalised platform
- Strong partner ecosystem for content & data



MOMENT MARKETING

Contextual Communications & Consumer Promotions

2000+ Content Assets created

CONSUMER DATA HUB

Harvesting insights & new product development



- **Direct-to-Consumer** channel operational in 11 cities
- Offers wide range of ITC FMCG products
- Socializes Premium & Niche Brands with consumers

ITCstore



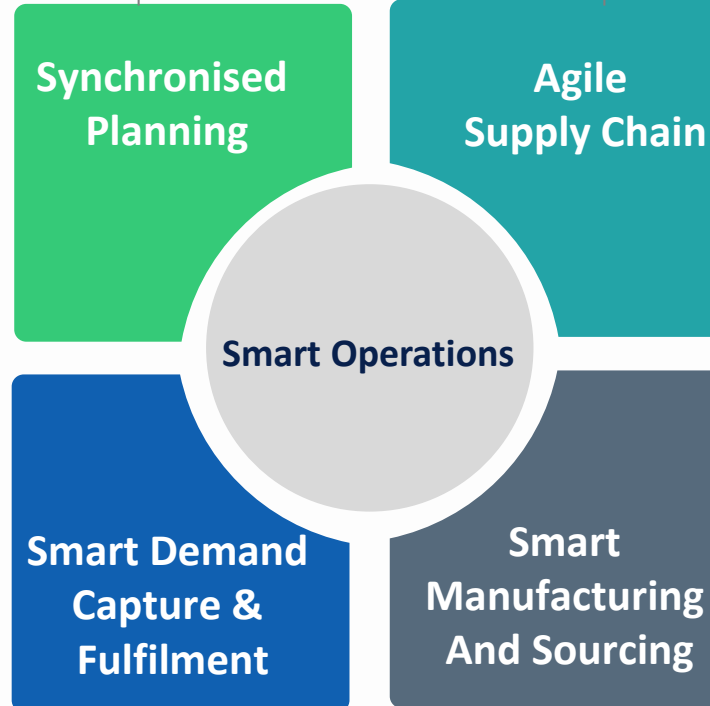
Integrated Real Time Operations Execution Platform

- *Integrated & synchronized planning processes*
- *Advanced demand & forecasting models*
- *Planning Control watch tower + Data Visualization tools*

Next generation agile FMCG supply chain

- *Automated end-to-end processes*
- *Flexible design*
- *Supply Chain Cockpit*

AI/ML & Advanced Analytics platform to drive operational efficiency & seamless execution



- *Mobile Apps for Salesmen*
- *Retailer Apps*
- *Data driven optimization of last mile delivery, Omni Channel fulfillment*

- *Digital Factory*
- *Real time monitoring of process & product performance*
- *Digital Sourcing platforms*

ITC – a Global exemplar in Sustainability

Action on Climate Change

41.2% Energy from Renewables

Pioneer in Green Buildings in India

33 Platinum Rated Buildings

Large Scale Afforestation Programmes for Sequestering Carbon Greened over

875,000 acres

2X CO₂ sequestered as compared to emissions from ITC's operations



Climate Hazard & Risk Study based on Climate Modelling Completed for ITC's Physical Assets

Water Security for All

Rainwater Harvesting (RWH) Potential Created

40 million kl

over 1.2 million acres of land, equivalent to

3X ITC's Net Water Consumption

Demand Side Savings from Crop Water Use Efficiency

208 million kl



PSPD Kovai Unit – Platinum Rated Facility 1st in India, 2nd Globally

360° Approach to Plastic Waste

Source Segregation Programmes Covering

15 million

Citizens

Plastic Waste Collection

~30,000 MT

in 2020-21

80%

of Multi-Layered Plastic packaging utilised by ITC

Coverage

24 States/ UTs

Focus on Improving Recyclability, Optimisation, Substitution & Innovation.

Future-Ready Agri Value Chains

Globally Recognized e-Choupal Platform

4 million

Farmers Empowered

e-Choupal 4.0: New Age Digital Solution

Sustainable Agriculture Programme

693,000 acres of Farms covered

Climate Smart Agriculture Programme

8,000 villages

Baareh Mahine Hariyali

2X

Large scale Programme on Doubling Farm Income

Sustainable Livelihoods

Sustainable Livelihoods Created across Operations

6 million

Annual CSR Spend

Rs. 350 Cr.

SDGs

Impact across SDGs



Recent Global Recognitions

MSCI



ITC Rated AA, Highest amongst Global Peers

Member of
Dow Jones Sustainability Indices
Powered by the S&P Global CSA

ITC is listed on DJSI's Emerging Markets Index

1st in World

ITC Windsor Becomes First Hotel in the World to achieve **LEED Zero Carbon Certification**



ITC e-Choupal

4 Million Farmers
empowered



Afforestation

Over 875,000 acres
greened



Watershed Development

Over 12,31,000 acres
covered



Livestock Development

Over 19,60,000 milch
animals covered



Solid Waste Management

Well-being Out of Waste
programme covers
15 million citizens



Women Empowerment

over 77,000 poor women
benefitted



**Skilling & Vocational
Training**

Covering over 93,000 youth



Primary Education

Reaching over
808,000 Children



Health & Sanitation

Over 38,100 toilets built

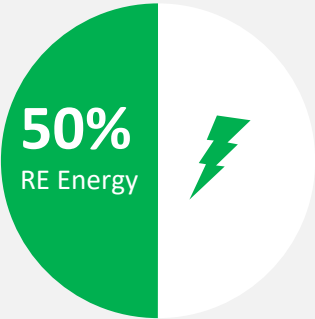


**Pioneer of Green Building
movement in India**

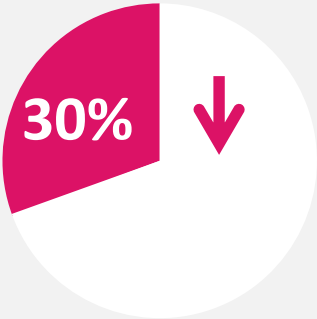
33 platinum rated green buildings



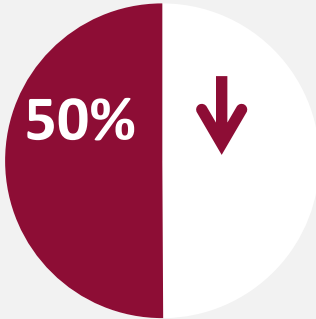
Renewable Energy (RE)



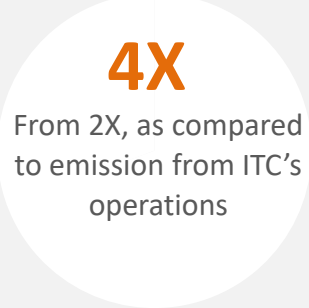
Specific Energy Consumption*



Specific GHG Emissions*



CO₂ Sequestration



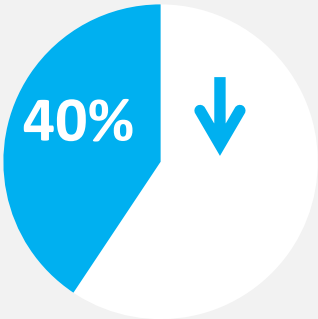
Sustainable Packaging Plan



Creating Sustainable Livelihoods



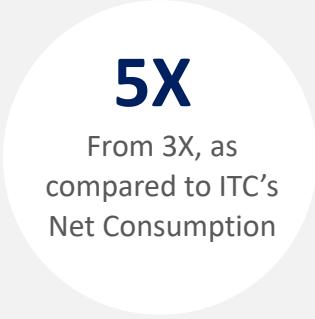
Specific Water Consumption*



Water Security for All



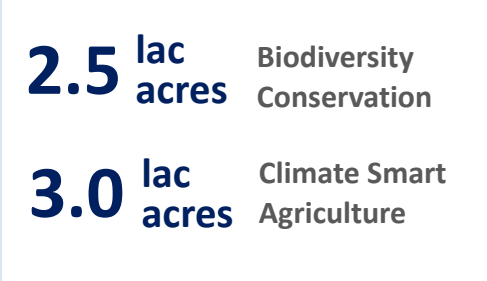
Rainwater Harvesting Potential



Plastic Neutrality



Biodiversity & Agriculture



*2018-19 Baseline

Proactively work towards achieving 'Net Zero' emission status.

Thank You