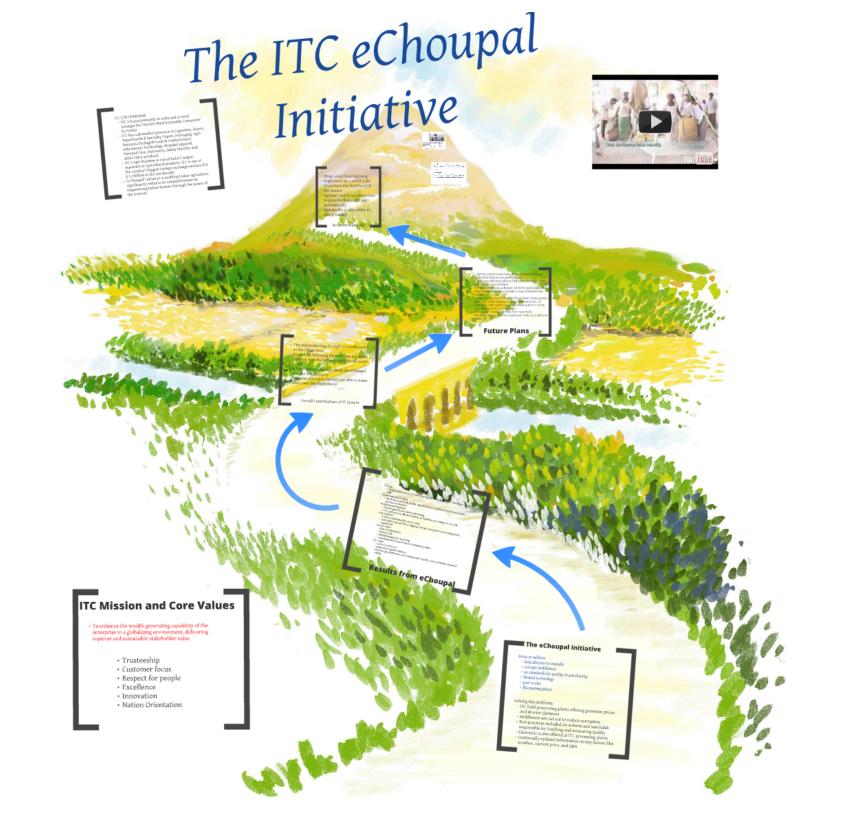


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## ITC LTD OVERVIEW

- ITC is based primarily in India and is rated amongst the 'World's Most Reputable Companies' by Forbes
- ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products
- ITC's Agri-Business is one of India's largest exporters of agricultural products. ITC is one of the country's biggest foreign exchange earners (US \$ 3.2 billion in the last decade)
- 'e-Choupal' initiative is enabling Indian agriculture significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet

## **ITC Mission and Core Values**

• To enhance the wealth generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value

- Trusteeship
- Customer focus
- Respect for people
- Excellence
- Innovation
- Nation Orientation