



ITC Limited

 Accelerating  
Nutrition  
Delivery

# ABOUT ITC

ITC is one of India's foremost private sector companies with a market capitalisation of US\$52 billion and Gross Sales value of US\$10 billion. ITC Limited is an Indian conglomerate headquartered in Kolkata, West Bengal. Its diversified business includes five segments: Fast-Moving Consumer Goods, Hotels, Paperboards & Packaging, Agri Business & Information Technology.

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 have achieved and sustained the key global indices of environmental sustainability of being Carbon Positive, Water Positive and Solid Waste Recycling Positive.

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 India. ITC believes that its core values of trusteeship, customer focus, respect for people, excellence, innovation and nation orientation have been the guiding principles behind the Company's phenomenal growth, helping it to become one of India's most admired and valued enterprises.

ITC believes in providing the consumers a wholesome and an enjoyable food experience via its 25 world class Indian brands, delighting 124 million households. It offers food products across multiple categories, price points, delivery formats and segments as desired by the consumer needs and acknowledging the nutritional and scientific principles laid by the various authorities. Through the world class Indian brands ITC has created and nurtured, it enables the consumers to make informed choices which are influenced by many factors like taste, attitudes, beliefs, price, product safety & quality.

Currently it is of the leading Fast Moving Consumer Goods (FMCG) marketer in India. It has established several world-class brands in the last 10 years viz., Aashirvaad, Bingo, B Natural, Sunfeast etc.

## FOCUS AREA

a. Maternal health and Child care (for e.g. Maternal and child micro-nutrient/ dietary supplementation/ Food fortification for children, women and general population/ Iron Folic Acid supplementation/ Vitamin A supplementation)

## TARGET STATE

**Bihar, Delhi NCR, Gujarat, Haryana, West Bengal**

## OBJECTIVES

**The objectives include improving knowledge among the adolescent girls in the age group of 14-19 years for encouraging consumption of weekly Iron Folic Acid and local food grains of high nutrition value, which in turn will result in reduction in iron deficiency. Also, to Strengthen government linkages for continuous supply of nutritional supplements through the system and to providing life-skills and vocational training to adolescent girls to improve their poor health and nutritional status**



**ITC Limited**

# **COMPANY BRIEF**

## COMPANY HEADQUARTER

Kolkata, West Bengal, India

## GEOGRAPHICAL AREA(S) WHERE THE INITIATIVE IS OPERATIONAL

Bihar, Delhi NCR, Gujarat, Haryana, Punjab, West Bengal

## MENTION THE NAMES OF THE SPECIFIC DISTRICTS/ VILLAGES/ AREAS IN THE CHOSEN STATE

All districts of the chosen states for fortified staples and all major cities for value added products.

## THE INITIATIVE TAKEN BELONGS TO WHICH OF THE FOLLOWING CATEGORIES?

Business

## SPECIFY THE TARGET GROUP OF THE INITIATIVE.

Yet to share

## WERE THERE ANY PARTNERS IN THE INITIATIVE?

Yes

## IF YES, WHO WERE THE IMPLEMENTATION PARTNERS IN THE INITIATIVE?

NGO/Development organisations

## SPECIFY THE NAME OF THE PARTNERS INVOLVED IN THE INITIATIVE.

FSSAI

## ARE YOU LOOKING FORWARD TO PARTNERSHIPS OR COLLABORATION IN FUTURE?

No

## IF YES, WHAT TYPES OF COLLABORATIONS ARE BEING THOUGHT OF?

Yes

## MENTION ABOUT THE SUCCESSFUL CASE STORIES THAT HAVE EMERGED FROM THE IMPLEMENTATION.

The overall market and stakeholder feedbacks have been encouraging for some of the categories like Yippie Noodles, Wonderz Milkshakes, Enriched flours etc.

## IMPLEMENTATION

At ITC we realise the importance of not only the development of fortified & value added products but also implementing the launch and the factors of both availability and accessibility. For this the following steps were taken:

I. In-depth understanding of the critical parameters of – Consumer likability, technological requirements, regulatory assessments done thoroughly etc.

II. To be ready with the same as before in market product with minimal difference in cost, sensory and quality parameters.

III. To provide a good launch vehicle so that the value added product so that the right message and the intent reaches the right audience. This Fortified Chakki atta launch was organized in Kolkata with, Mr. Pawan Kumar Agarwal FSSAI CEO, endorsing the initiative.

IV. To make sure that the fortified products reach the right audience, appropriate markets have been identified and sincere efforts have been put in to make this initiative being a success.

## ACHIEVEMENTS

The key achievements that we feel being associated with this project are:

a. Enhanced technical knowledge and gap bridging for the reformulation of a current product, without any compromise on the current product quality or cost.

b. Partnership building with new stakeholders in the process.

c. The biggest one being- to lead the way in the right direction and creating an impact in the category towards the successfully communicating the benefits of value added and fortified products.

## WHAT WERE THE FINDINGS OF THE END-LINE STUDY?

Yet to be shared.

## WAS THERE ANY BASELINE STUDY?

No

## MAJOR FINDINGS/ FINAL ANALYSIS

a. Raising Awareness & Acceptance: it is extremely essential to make the population at large aware of the benefits of the value added and fortified foods.

b. Finding the right vehicle: it is essential to find the right vehicle that will raise adoption at a large scale.

## **NOTE FROM THE CEO/MD/ PROGRAM IN-CHARGE:**

At ITC, we believe in providing the consumer wholesome, nutritious and enjoyable food experiences through our brands. It's been our constant endeavour to support the wider ecosystem linked to food from farm to fork using ITC's principles of triple bottom line as the guiding framework. Thus, the portfolios have also been augmented over time keeping pace with regulation changes and national priorities, including the nutrition agenda.

### **DO YOU HAVE ANY PLANS TO SCALE UP THE CURRENT INITIATIVE? IF YES, PLEASE MENTION DETAILS OF WHERE, WHEN AND HOW.**

We are currently evaluating 2 possible routes to understand the partnership opportunities in the area of:

- I. Understanding the consume usage, attitude, perception and buying behaviour towards the fortified products and their traditional beliefs.
- II. To evaluate the public health impact of fortified and value added products in terms of their bioavailability and the eventual health outcomes, (as a research initiative).

## **CHALLENGES**

The main challenge we faced (or are facing) would be 2:

- a. Consumer Acceptance of the fortified products:
  - i. Though minimal, specific to atta, there have been issues with respect to sensory attributes of the product.
  - ii. Consumer's perception on particular foods as to if something is added to food which is meant to be simple/pure, they may treat it as adulterated.
  - iii. Religious beliefs or concern with respect to source of fortificants.
  - iv. Non-awareness of the importance of micro-nutrients in diet. This will decide the success and failure of the product.

b. Advertisement and marketing strategy

- i. The key activity in the marketing of Fortified Chakki atta will be to generate awareness of benefits of Fortified foods. The marketing activities will be centred around this aspect. For this no one individual FBO alone can make an effective plan and hence would require a lot of support from the various partners to successfully continue the journey of value added- nutritionally rich, fortified products.