

# ITC

## PROLIFERATING AHEAD

Imperial Tobacco Company of India Limited started operations on August 24, 1910, from a leased office on Radha Bazar Lane, Kolkata.

After 16 years of its service, the company's progress enabled it to establish Kolkata's landmark, the Virginia House, as its headquarters at 37, Chowringhee Lane.

As the company's portfolio grew manifold, its name underwent a few changes, hailed as India Tobacco Company Limited in 1970 and then named I.T.C. Limited in 1974.

On September 18, 2001, the company was rechristened as ITC Limited. The periods in the name were removed in September 2001 for the company to be renamed.

### GLORIFIED ODYSSEY

For the first six decades of operation, the company focused on its Cigarettes and Leaf Tobacco businesses. The packaging & printing business

which was set up in 1925, as a strategic backward integration for its cigarettes business, has now turned into India's most sophisticated packaging house. In 1975, the company ventured into hospitality sector with the purpose of earning foreign exchange and boosting the economy with enhanced tourism and employment opportunities. ITC acquired its first hotel in Chennai which was renamed as 'ITC-Welcomgroup Hotel Chola', now known as My Fortune, Chennai. The company now oversees 100+ owned and managed properties spread across India. In 1979, ITC entered the Paperboards business by promoting ITC Bhadrachalam Paperboards Limited. In 1985, ITC set up Surya Tobacco Co. in Nepal as an Indo-Nepal and British joint venture.

Venturing into stationery products, ITC launched a premium range of notebooks under the brand Paperkraft



in 2002, and the Classmate range of notebooks in 2003. In 2008, it launched India's first environment friendly premium business paper under the 'Paperkraft' Brand. ITC also entered the Lifestyle Retailing business with the Wills Sport, Wills Classic Formal Wear and Wills Clublife Evening wear along with the fashion event - Wills Lifestyle India Fashion Week. It also entered

the food sector with Kitchens of India, mint-o, Candyman, Bingo, Aashirvaadatta and Sunfeast range of biscuits. Adding a newer dimension to its business, ITC forayed into premium personal care products in 2005 alongside 'Engage'- India's first couple-deodorants. In 2010, ITC launched its hand-rolled cigar, Armenteros, exclusively for the Indian upmarket.