

# FMCG: Branded Packaged Foods

ITC's Branded Packaged Foods Business is one of the fastest growing foods businesses in India. A spread of delectable offerings in Staples, Snacks & Meals, Confections and Beverages is available under several popular brands like Aashirvaad, Sunfeast, Bingo!, Yippee!, Kitchens of India, mint-o, B Natural, Candyman and GumOn.





In line with the Company's strategic objective of being the leader in the premium segment, ITC Foods offers an array of top-end products like Aashirvaad Select, Aashirvaad Atta with Multigrains and Aashirvaad Atta with Methi; Sunfeast Dark Fantasy Choco Fills and Sunfeast Dark Fantasy Choco Meltz; Sunfeast Delishus Nuts & Raisins and Sunfeast Delishus Nut Biscotti biscuits. Adding to this bouquet, the Business launched the health biscuit, Sunfeast Farmlite in two variants (Almonds and Raisins), and a new range of cookies, Sunfeast Mom's Magic (Rich Butter and Cashew & Almonds). To further its presence in the premium segment, it also entered the cakes category with the launch of the delicious Yumfills Whoopie Pie. The Business forayed into the Juices segment during the year with its new range under the B Natural brand and the gums segment with the GumOn brand.



# FMCG: Branded Packaged Foods

ITC's Foods Business is able to offer value-added differentiated products by sourcing ingredients directly from farmers, given the deep rural linkages fostered by the Company's Agri Business, including the renowned e-Choupal initiative. This is manifest in brands like Aashirvaad Atta, Aashirvaad Spices, Bingo! chips and B Natural juices that source identity-preserved wheat, chillies, potato and fruits from the farmer.





ITC is well positioned to establish itself as the 'most trusted provider of food products in the Indian market' leveraging a strong portfolio of world-class Indian brands, deep understanding of the diverse tastes and preferences of Indian consumers, focus on best-in-class quality and operational excellence across the value chain. Today, Aashirvaad is the No 1 atta brand in India, Sunfeast is the leader in the cream biscuit segment and 3rd largest biscuit brand, Yippee! is the No. 2 in instant noodles, Bingo! is the 2nd largest brand in the salted snacks segment, Candyman is a leading confectionery brand and Kitchens of India is a leader in the premium Ready-to-Eat packaged foods market.

