



ITC FOODS DIVISION
PRODUCT PORTFOLIO

India is facing rapid demographic and nutritional challenges. The country faces an overwhelming problem of 'triple burden of malnutrition' (Micronutrient deficiency, obesity & undernutrition including underweight, wasting & stunting) and many communicable and non-communicable diseases. Alarming results from various global and national surveys showcase the deteriorating health and nutrition status of India. Global hunger Index to National Family health surveys (NFHS) have reflected the declining progress. As per NFHS-5, India has seen 32% underweight, 19% wasting and 36% stunting in children under 5 years. Among adults more than 20% men and women have had incidences of obesity + overweight and hypertension, diabetes has also seen a huge rise of up to 13.5% women and 15.6% men.

In view of these challenging times, Government of India has undertaken strategic commitments towards the UN Sustainability Goals 2030, for various targets & sub-targets. The Govt has also launched various national nutrition programs towards reducing all forms of malnutrition such as the overarching scheme 'Mission Saksham Aanganvadi and Poshan 2.0', 'Anaemia Mukt Bharat', 'Kuposhan Mukt Bharat' etc. FSSAI the regulating body of India, launched number of initiatives and campaigns towards health & nutrition including 'Eat Right Movement', "Aaj Se Thoda Kam" and 'Trans-Fat Free India@75'. Large scale promotions of Food fortification have also been done across country to address the challenges of micronutrient deficiencies.

Fighting malnutrition requires a holistic effort by all the stakeholders including government, institutional bodies and food industries. Food processing industries play a vital role in food security by enhancing shelf life, reducing food loss and waste, increasing value addition, ensuring diversification, supporting the farmers and generating employment. Food industry has a significant role to play in reducing malnutrition through fortified and value-added products. Industries contribute towards ensuring the availability and accessibility of affordable nutrition to help reduce nutritional gaps among mass consumers including those that are vulnerable to malnutrition such as children, women, adolescent girls, elderly etc. The technology and R&D contributions from food industry helps cater to the consumer needs and demands and allows the consumers to choose from wide varies of product portfolio that can be both nutritious and delicious.

Consumers in today's world are more aware and voice out their opinions and needs across different platforms. They drive the purchasing power and buying decisions and provide the motivation to food processing industries to innovate and reformulate the product portfolio to meet the consumer demands. In recent times owing to the pandemic, changing lifestyles and decrease in the health status, consumer seek immunity, traditionality, convenience, planet friendly and customization in their purchased foods.

Some of the food trends driven by consumers in 2022 include 'Shared planet', 'Voice of consumers', 'Back to roots', 'Gut glory' etc., these trends were shared by the leading market researcher Innova Insights who have also shared the upcoming top 10 trends for the year 2023, the top 5 food trends include 'Redefining value', 'Affordable nutrition', 'Generational push', 'Plant based', 'Farming the future'.

ITC Foods Division's Nutrition Strategy- 'Help India Eat Better'

ITC's constant endeavor has always been towards supporting the international and national nutrition & health priorities for which a clear nutrition strategy has been established as "Help India Eat Better". Under this nutrition strategy a 4-pillar model has been adopted that is directed towards supporting the development of a value-added product portfolio, sustainable food eco-system, healthy communities and a healthy planet.



The 4-pillar model is in line with various the government initiatives that are targeted towards addressing all forms of malnutrition. The principles of the 4-pillar model are as follows:

1. Value added product portfolio that focuses on reducing nutrients of concern, increasing value additions across product portfolio, fortification and formulating products for specific needs of the consumers.
2. Sustainable food ecosystem where we constantly work towards providing affordable nutrition, enhance accessibility of our products, venture into planet friendly food products and work towards minimizing food loss and waste
3. Healthy communities through our integrated CSR projects. We strive to include nutrition, health and sustainable CSR initiatives that help us address all forms of malnutrition especially in vulnerable age groups, support livelihood and bring a positive behavior change.
4. Consumer and employee awareness that is focused and streamlined on nutrition and wellbeing, through activities, health camps, education and awareness sessions that help our consumers and employees make meaningful informed choices.

This thought is deeply embedded into our core -commercial business strategy and nutrition plan and will be reflected in all the actions that we do, that would include all the critical stakeholders across various platforms and touchpoints.

Our strategy towards supporting weight management

In India, Obesity has been on rise from the past decade. In NFHS 4 (2015-16) & 5 (2020-21) over 20 % men and women were recorded to be overweight or obese. As per CNNS (2016-18) details on children's nutritional status of pre-schoolers (0–4 years), school-age children (5–9 years) and adolescents (10–19 years) were published. In view of these alarming numbers, comprehending the associated risks of obesity & importance to reduce its incidences and recognizing and extending support towards the national nutrition strategy, ITC Foods has strategized some key commitments to help support weight management.

1. Reducing nutrients of concern

Understanding the concerns of regular and excess consumption of foods high in fat, sugar and salt and in support of The Eat Right Movement initiated by the Government of India, ITC pledged to evaluate its product portfolio and reformulate relevant products to reduce the levels of fat, added sugar and salt.

ITC's Pledge

Salt

From 3/4th of current snacks and instant noodles portfolio, to reduce 5% by 2020 and further 5% reduction by 2023.

Added Sugar

From 3/4th of current biscuits and beverages portfolio, to reduce 5% by 2020 and further 5% reduction (only in beverages) by 2023.

Fat

All of ITC food products from where trans-fat is originating from hydrogenated vegetable oil are trans-fat free

Further to strengthen the strategy, ITC has continued to add commitments with respect to reductions in Saturated fat and Total Fat

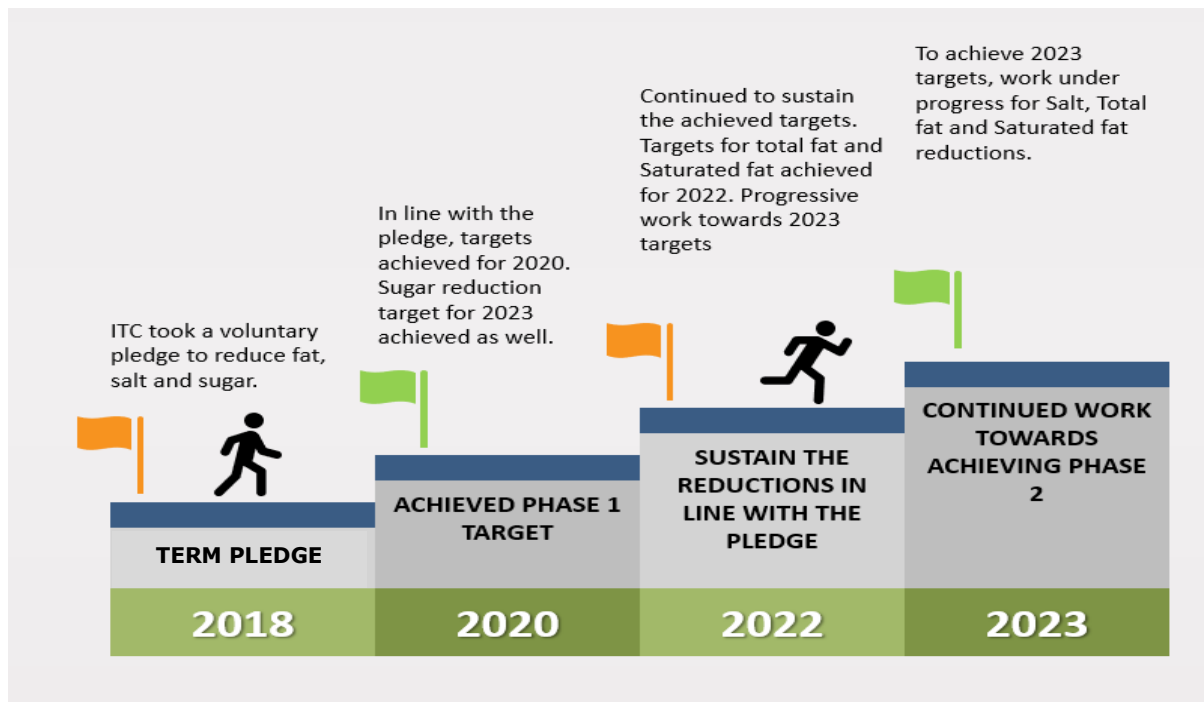
Total Fat

From 3/4th of current snacks portfolio, by 2022 to achieve 5% reduction and further 5% by 2023

Saturated Fat

From 3/4th of current snacks portfolio, by 2022 to achieve 5% reduction and further 5% by 2023

ITC's Journey of The Eat Right Movement (TERM) pledge



SUGAR REDUCTION IN BOUNCE CRÈME BISCUITS

ITC's Crème biscuits are deliciously fun to eat and enjoyed as a perfect sweet snack by all, especially children. These biscuits are available in different flavours like Bounce Choco crème, Orange crème etc, and are one of the high selling biscuits amongst the biscuit portfolio.

The sweetness in crème biscuits is a key attribute which defines its likability. To support the FSSAI's Eat Right Movement, ITC had taken up the challenge to reduce sugars while maintaining the taste and delight, the products are expected to provide consumers. Being one of the high selling biscuits category and liked especially by children, Bounce Crème biscuits form one of the important aspects of our journey of sugar reduction and providing better food choices to help people achieve a nutritious and balanced diet.



Sugar reduction is important to support the health & wellness of our consumers, but sugars hugely impact the taste and overall acceptability of product. Sugars also have multifold impact on biscuit's sensory aspects like hard-bite, thickness & colour. In order to achieve the critical task of keeping the reduced sugar product at par with the previous product, our panel of experts, from the Research & Development team along with the Process Excellence team, worked on redesigning the product formulation and redefining the different aspects of operations to achieve the reduction target. After multiple trials in pilot plant & in factory along with support from supplier partners, we were able to achieve similar taste profile, with reduced sugar content. The products with revised sugar content were finally launched in market between 2020-21. The learnings from this project were immense and

have also helped us to achieve sugar reduction in other biscuits. Brief summary of the sugar reduction that has been achieved in Bounce crème range of biscuits is as follows: -

SI. NO	PRODUCT	SUGAR (g)		PERCENTAGE REDUCED
		BEFORE	AFTER	
1	BOUNCE ORANGE	38.4	36.2	5.73
2	BOUNCE CHOCO	36.9	35.2	4.61
3	BOUNCE ELAICHI	38.5	35.5	7.79
4	BOUNCE PINEAPPLE	37.4	35.4	5.35

Overall, ITC Foods has achieved 5% reduction in sugar in 75% of biscuits portfolio, to provide for healthier food choices along with supporting FSSAI's Eat Right Movement.

SODIUM REDUCTION IN SUNFEAST YIPPEE NOODLES



To provide our consumers with varied delicious snack time options, Sunfeast Yippee Noodles was introduced with round noodle block for long unbroken strands. The noodles are offered in different variants like Magic masala, Mood masala, Power up atta noodles etc.

In support of the Eat Right Movement, ITC had taken up the challenge to reduce sodium from 75% of its Noodles portfolio. One of the examples of this successful sodium reduction journey in Magic masala variant is shared below.

The journey of sodium reduction in our noodles was not simple and easy-going. It came with a lot of complicated challenges as sodium is an integral aspect of the Noodles in both the noodle block and the tastemaker. Reducing the sodium levels plays on the consumers salt perception and overall likeability and taste acceptance. Our R&D and Product development team set out to redesign and reformulate the product to achieve our targets. The task was carried out in two phases. In Phase 1 salt reduction was done through the noodle block, the challenging task at hand was to reduce salt and to match the taste. Our expert team worked to optimize the Noodle block recipe to achieve similar taste profile with reduced salt content.

Further salt reduction through block resulted in lower salt perception hence Phase 2 of the journey is focusing on reduction of salt in Masala Mix. This is much more challenging as salt contribution is from both direct and indirect sources. Implementation of recipe changes was done after multiple iterations of different batch of samples at the product development end.

Overall sodium reduction in Sunfeast Yippee Magic masala till year 2022 is as follows: -

SI. NO	PRODUCT	SODIUM (mg)		PERCENTAGE REDUCED
		BEFORE	AFTER	
1	Magic Masala	1340	1247.1	6.93

Till 2022, ITC has achieved 5% reduction of sodium in 75% of the Noodles Portfolio in line with our TERM commitment.

SUGAR REDUCTION IN B NATURAL FRUIT BEVERAGES



Fruit beverages along with being delectable, are an easy way to add fruits, hydration and variety in our daily balanced diet. These beverages also provide nutrients like vitamins and minerals to the body. ITC in its foods portfolio has varied fruit beverage options for consumers. In support of its Foods Division's nutrition strategy- Help India Eat Better, ITC embarked on a journey to provide healthier fruit beverage choices to consumers by reducing sugar. During this journey many hurdles were overcome such as reduced sweet perception, alteration of Brix/Acid Ratio, mouthfeel etc. Our panel of experts were successful in achieving sugar reduction by various technical interventions. Reduction targets achieved in one of the key variants is stated below:

SI. NO	PRODUCT	ADDED SUGAR (g)		PERCENTAGE REDUCED
		BEFORE	AFTER	
1	Mixed Fruit	10.4	8.9	14.4

Till 2022, overall 10% added sugar reduction has been achieved in 75% of beverages.

2. Products specially formulated

Specially formulated products with clear focus on nutrients of importance to support weight management

Low fat milk variant



Aashirvaad Svasti Slim Milk

Aashirvaad Svasti's Homogenised Pasteurized Slim Milk (Double Toned Milk) is low-fat milk variant for consumers who prefer a lighter milk variant. The fat percentage in this milk is only 1.5% Min, it is a high-quality milk and is also fortified with Vitamin A & D. It is a good source of calcium and protein offering nutrient benefits along with consumer needs.

Low fat milkshakes



Sunfeast Nutrilite protein shake

Co-created along with Amway India, this protein shake has no added sugar and is low in fat. It also provides 18g protein per serve.

No added sugar beverage



B Natural Nutrilite ABC

100 ml contains only 25kcal, it has no added sugar and also contains clinically proven ingredient that supports immunity.



B Natural Nutrilite Mixed Fruit

No added sugar, contains clinically proven ingredient that supports immunity, source of 21 Vitamins and Minerals.



B Natural 100% Pomegranate

100% Pomegranate juice, no concentrates, no added sugar, no added water



B Natural Select Tender Coconut Water

No added sugar and No artificial flavours

3. Community awareness

Nutrition education session

Along with offering products with reduced nutrients of concerns and low fat, low calorie, ITC Foods Division also engages with community to increase awareness on the importance of regular physical activity and lifestyle management to support weight management and management of related disorders.

Project Samarthyaa, a CSR project of ITC Foods Division focuses on the livelihood and empowerment of rural women. Under this project the women and their adolescent girl children were given a nutrition education session on balanced diet, healthy lifestyle, physical activity etc., to encourage them towards leading a healthy active lifestyle.

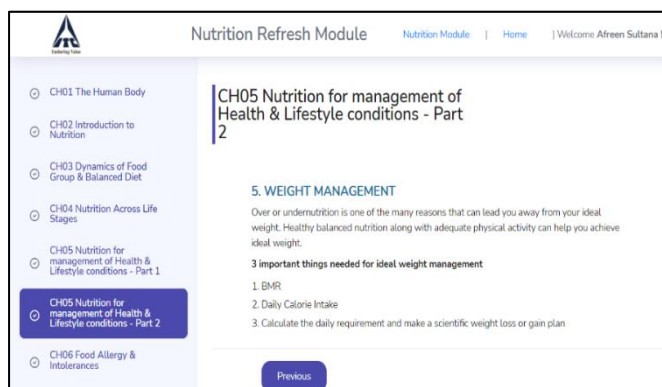


4. Employee awareness

ITC is committed towards the betterment of its employee's health and nutritional wellbeing. To extend support to our employees in leading a healthy and active lifestyle and make informed food choices, an Intranet site called 'ITC Nutrition Portal', has been developed for all ITC employees across divisions. This easy to navigate site holds credible scientific information on basic of nutrition, fundamentals of balanced diet, lifestyle management, key nutritional needs for different age groups etc., in modules, blogs and infographic formats. Dietary guidelines for weight management, importance of physical activity, nutritional guidelines for regular workouts etc., are part of the Portal.

ITC also celebrates National Nutrition month with all its employees to support and encourage nutritional wellbeing of them and their families. Providing credible information on weight management through infographics, providing information on how to calculate BMI, conducting BCA camps, etc., are some of the ways in which ITC encourages active lifestyle among employees.

Glimpse of a Module Chapter on ITC Nutrition portal



Infographic - Weight Management



Our strategy towards management of diet related diseases

Asides from malnutrition, non-communicable diseases are also on rise in India. According to the latest NFHS (2020-21) report, hypertension is present in 24% men and 21% women, diabetes is seen in 15% men and 13% women. Issues related to gut health (gluten intolerance, lactose intolerance)

Some of the key strategies by ITC Foods Division to address diet related disorders are focused around products, community and employee awareness.

1. Products specially formulated



Aashirvaad Sugar Release Control Atta

A special grain mix with methi and oats. and natural grain mix of methi and oats. High Protein and Low GI. Low GI foods are generally associated with sustained and steady blood sugar level, maintaining an active lifestyle and keeping your hunger satisfied for a longer time.



Aashirvaad Salt Proactive

Specially formulated to provide 15% lesser sodium than regular salt. It is generally accepted that sodium reduced diet may assist in management of high blood pressure.



Aashirvaad Svasti Easy Digest Milk

Lactose free pasteurised Toned milk which is suitable for lactose intolerant people. and is also fortified with Vitamin A and Vitamin D.



Aashirvaad Nature's Superfoods

Aashirvaad Nature's Superfoods have been specifically made from ancient grains such as jowar and ragi, which have a good nutritional profile. The portfolio offers gluten free flour, multimillet mix and ragi flour which are all naturally gluten free. Suitable for people with gluten intolerance.

2. Community awareness

Health camps

Under Swasthya Bengal Program, a CSR project focused on increasing awareness on spices adulteration, a health camp was also organized for the beneficiaries to increase their awareness on risk factors of diet related diseases such as blood pressure and diabetes. The camp provided assessment on Weight, Height, Blood oxygen level and blood pressure along with consultation and guidance on management of diet related disorders and general health. With the help of district municipal corporation, under the supervision of local health officer general medicines, ORS etc., were provided.

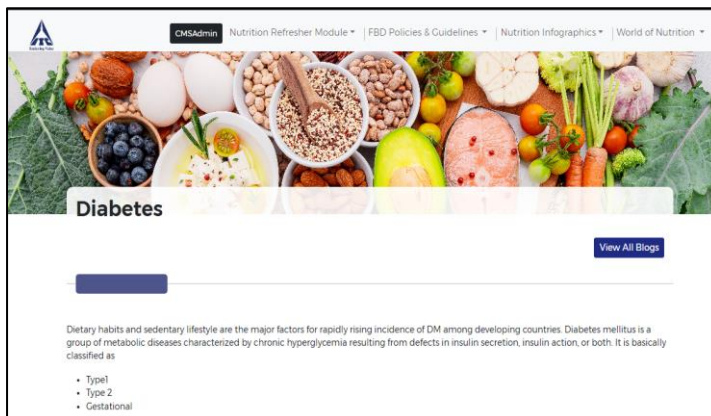
Another health camp was also conducted under Project Samarthya. The camp was run by a well-known Gynecologist. This health camp included, Analysis of Blood pressure, BMI assessment, to and general health awareness and a focus on women health through counselling on gynecological disorders was.



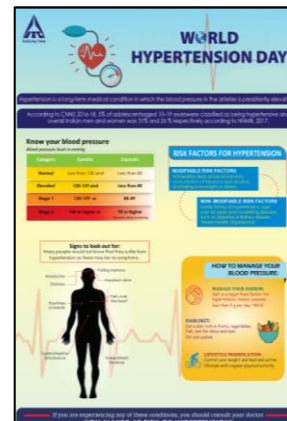
3. Employee awareness

In support of the health and nutritional wellbeing of our employees, ITC shares credible scientific information with all employees to help prevent as well as manage diet and lifestyle related diseases, The ITC Nutrition portal which is accessible by all employees holds information on lifestyle and diet related disorders such as diabetes, hypertension, cardiovascular diseases etc.,

Glimpse of a Module Chapter on ITC Nutrition portal



Infographic – World Hypertension Day



Immunity supporting portfolio

COVID-19 Pandemic has increased the need and demand of foods that contribute towards supporting immunity. ITC was the first company to launch juices with a clinically proven ingredient to support immunity. B Natural launched new variants of Orange+ and Mixed fruit+ juices with Green Coffee Extract that helps support immunity. Other products include Sunfeast Supermilk biscuits, Sunfeast Glucose plus biscuits, Jelimals Immunoz, Jelimals Nutrition plus that have immunonutrients that are known to support immunity.



Our strategy towards reducing micronutrient deficiency

1. Enhanced Nutrition Portfolio

At ITC Foods Division we strive to deliver nutritional goodness across our product portfolio. The portfolio is annually evaluated to analyse the nutrient contribution from across our diverse portfolio and is transparently communicated through our annual sustainability reports.

Goodness of protein

88% of ITC Foods Division's products across product portfolio

100% of our Staples, Snacks, Papad and Noodles & Pasta portfolio

96% of Sunfeast biscuits are a source of protein

97% Fabelle chocolates

95% Ready to eat portfolio – ITC Kitchens of India

89% Aashirvaad Svasti fresh dairy

64% Sunfeast Dairy beverages

53% frozen portfolio of ITC MasterChef

Goodness of fibre

72% of ITC Foods Division's products provides Goodness of **Fibre**

100% of our Aashirvaad Staples

95 % Bingo snacks & B Natural juices portfolio

97% Sunfeast Yippee Noodles & Pasta

Goodness of micronutrients

24% of ITC Foods Division's products provides Goodness of **Micronutrients**

100% of our Salt are a source of Micronutrient (Iodine)

100% Aashirvaad Svasti fresh dairy

99% B Natural juices

95% Sunfeast Yippee Noodles & Pasta

64% Sunfeast dairy beverage

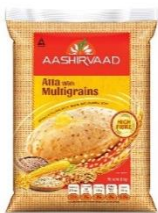
2. Products specially formulated with Value addition

Specially formulated products with added and inherent micronutrients such as vitamin A, Iron, Zinc, Vitamin C, Iodine etc., that help support the fight against hidden hunger.

Goodness of Iron

Iron is one of the essential micronutrients and is essential for formation of haemoglobin and help reduce risk of Iron deficiency anaemia. As per NFHS-5 Survey, 67% Under 5 years children, 59% Adolescent girls and 52% pregnant women have prevalence of anemia. ITC Foods supports the governments initiative of 'Anaemia Mukh Bharat' and through product profile and other strategies endeavours to contribute towards reduce prevalence of anemia

Some of ITC Foods Division's Portfolio with goodness of Iron



Aashirvaad Atta with Multigrains

Source of Iron that aids in formation of hemoglobin & source of Vitamin B1. High in Protein and Fibre.



Aashirvaad Natures Superfood Ragi flour

Source of Iron that aids in formation of hemoglobin & source of Calcium. Which helps maintain bone health.



Aashirvaad Natures Superfood Gluten Free Flour

Source of Iron that aids in formation of hemoglobin & source of Magnesium that helps reduce fatigue.



Sunfeast Marie Light Active

Source of Iron and 6 Vitamins (Vitamin B1, B2, B3, B, B9, B12)



Sunfeast Yippee Noodles Magic Masala

Source of Iron, Calcium, Protein, Vitamin C and Folic acid

Goodness of Iodine

Iodised salt helps contribute towards intake of iodine and help fight against iodine deficiency disorders.



Aashirvaad Iodised Salt

The table salt and crystal variants of Aashirvaad salt are iodized.

Apart from a portfolio of iodised salt variants, in support of National Iodine Deficiency Disorders Control Programs (NIDDCP), ITC Foods also uses iodised salt as ingredient in all our relevant products across categories like biscuits, snacks, noodles & pasta, ready to eat foods, instant mixes, frozen snacks etc.

Goodness of other essential micronutrients such as Zinc, Calcium, Vitamin A, B vitamins, Magnesium, Vitamin D etc.



Sunfeast Marie Light Vita Orange

Source of 8 essential micronutrients – B vitamins (B1, B2, B3, B, B9, B12), Vitamin A & Vitamin D



Aashirvaad Natures Superfood Multi Millet Mix

Source of Zinc that aids normal cognitive function & Magnesium that helps reduce fatigue.



Sunfeast Super Milk Biscuit

Enriched with goodness of Vitamin A, Vitamin B12, Iron & Zinc



Jelimals ImmunoZ

Yummy jelly bears that contains 50% RDA of Vitamin C and 15% RDA of Zinc in every serve.



Jelimals Nutrition Plus

Every Jelimals Nutrition+ gummy bear jelly is enriched with the power of 5 Immuno nutrients, namely, Vitamin A, Vitamin B12, Vitamin C, Vitamin D and Zinc.

Consuming 1 jelly per day will ensure that your child fulfils 50% of their daily requirement of these nutrients!



Sunfeast Vanilla, Strawberry & Badam milkshake

Rich in calcium. Calcium is known to support bone health



Aashirvaad Svasti Paneer

Source of Calcium

3. Fortification of Staples (+F)



Fortification is one of the key solutions to address Undernutrition and Micronutrient deficiencies in India and fill the nutritional gaps in a majority of population. It is also cost-effective, scalable and sustainable as an intervention. In 2016, FSSAI operationalized the Food Safety and Standards (Fortification of Foods) Regulations, for fortifying staples namely Wheat Flour and Rice (with Iron, Vitamin B12 and Folic Acid), Milk and Edible Oil (with Vitamins A and D) and Double Fortified Salt (with Iodine and Iron) to reduce the high burden of micronutrient malnutrition in India. The '+F' logo has been notified to identify fortified foods. Scientific Health Claims for label declaration of fortified foods approved by the Scientific Panel on Nutrition and Fortification were also released. With the regulations being notified in the Gazette of India, FSSAI has firmly placed food fortification on the national agenda. This has created an enabling environment and encouraged food businesses to adopt food fortification.

In 2020, FSSAI also notified Fortified Processed Foods Regulation. These regulations also call for voluntary fortification of cereal products which include breakfast cereals, pasta and noodles; Fortified bakery wares (includes bread, biscuits, rusks and buns) and Fortified Juices. Currently Table salt fortification with iodine is mandated by law.

As a responsible leading food industry, we believe in offering our consumers with healthy fortified food products that will help them lead a balanced life.

ITC Foods Division is extremely focused on the enhancement and fortification of our products at various levels. We have actively taken steps towards fortification and have attained +F logo for our products – Aashirvaad atta and Aashirvaad Svasti Fresh Dairy Range.

Aashirvaad Svasti Milk: 100% of the milk portfolio has been fortified (+F) with essential micronutrients, like Vitamin A & D, including our lactose free variant Aashirvaad Svasti Easy Digest Milk

Aashirvaad Fortified Chakki Atta: fortified with nutrients like Iron, Folic acid and Vitamin B12



However, as a responsible organization we believe in evaluating certain product categories which should not be fortified either in line with the applicable laws or they are not considered fit for enrichment. We deliver on this commitment by a 3-pronged approach:

1. Following all applicable FSSAI regulations and conditions which allow fortification of only selected categories by specific nutrients within specific limits. For ex: The FSSAI Food Safety and Standards (Fortification of Foods) Regulations, 2018 and Fortification of Foods Regulation 2021
2. In Our NPS we have not included fortification/addition positive nutrients and/or ingredients as a qualifier for compliance in the sweet treat's category, unlike in all categories where presence of one positive indicator is must for meeting the compliance.
3. Products which are found non-compliant with our NPS are evaluated further for appropriate reformulation including but not limited to either addition of positive ingredients/nutrients and/or reduction of nutrients of concern

4. Community awareness

Nutrition education

The company's CSR Project Samarthyaa along with sessions on Balanced diet and physical activity, focused on anaemia prevention & management and adolescent nutrition to prevent micronutrient deficiencies. These sessions were conducted for adolescent girls and adult women.

5. Employee awareness

ITC's Nutrition portal which is accessible by all employees, has a dedicated tab for micronutrients, anaemia management, calcium & bone health etc. Infographics on some micronutrients are circulated to all employees via mails.

KEEP YOUR IMMUNE SYSTEM HEALTHY! #BeStrongFromInside

WHAT IS IMMUNITY? It is the ability of your body to resist a particular infection or toxin by the action of specific antibodies or sensitized white blood cells. A healthy immune system is essential to help the body fight against various infections & attacks by virus, bacteria etc. Thus, it is extremely important to focus on your immunity when you are sick & equally **WHEN YOU ARE NOT!** Your daily nutrition can play a very important role in boosting your immunity. Here are some of the key **IMMUNONUTRIENTS** & their natural sources.

- ZINC:** Essential mineral that decreases susceptibility to infections. Sources: EGGS, BERRY PRODUCTS, PINEAPPLE, PUMPKIN SEEDS, BEANS, PEANUTS.
- VITAMIN A:** Regulates antibodies & acts as an immune modulator. Sources: GREEN LEAFY VEGGIES & FRUITS LIKE PINEAPPLE, MANGO, CARROT ETC.
- VITAMIN C:** Antioxidant that protects the body against damaging oxidising agents. Sources: CITRUS FRUITS, LAVENDER, APPLE, GUAVA, POMEGRANATE, LIME & ORANGE.
- VITAMIN E:** Antioxidant - body's first line of defence against lipid oxidation. Sources: VEGETABLE OIL, NUTS, WHOLE GRAIN.
- SELENIUM:** Antioxidant- maintenance of defence against infection. Sources: BRAISED BEEF/POULTRY, PEA, PUMPKIN SEEDS, CRANBERRY & MILLETS.
- IRON:** Deficiency negatively influences normal defence system against infections. Sources: BROWN RICE, BROWN LENTILS, GREEN LEAFY VEGGIES & FRUITS.

AYURVEDIC WISDOM: Our traditional knowledge on the benefits of some herbs & spices have been known to support a healthy immune system. Some of these include ginger, garlic, turmeric, feni, ashwagandha, mulathi & honey do help boost our immune system. Including these foods in your regular, balanced diet can prove to be beneficial.

What is Anaemia? As per the World Health Organization, Anaemia is a condition in which the number of red blood cells or the haemoglobin concentration within them is lower than normal.

Prevalence of Anaemia: 1 in 3 Indians are known to be anaemic. 447 million anaemic cases were reported in India in 2016.

Types of Anaemia:

- IRON DEFICIENCY ANAEMIA:** Caused due to insufficient iron intake or low iron absorption.
- MEGALOBLASTIC ANAEMIA:** Caused due to deficiency of Vitamin B12 or Folate/B9.
- APLASTIC ANAEMIA:** Rare condition caused due to viral diseases, chemicals or radiation.

Some individuals are 'AT MORE RISK' of developing ANAEMIA:

- PREGNANT WOMEN:** Due to increased iron demand for foetus and placenta.
- TEENAGE GIRLS & ADULT WOMEN:** Due to menstrual blood loss.
- CHILDREN:** High growth rate increases iron requirements.
- DIABETIC INDIVIDUALS:** Uncontrolled blood sugar can lead to iron deficiency.

Consequences of Anaemia:

- Iron deficiency leads to tired and weak.
- Reduced work capacity in adults.
- Increased child mortality.
- Reduced cognitive development in children.

TIPS FOR PREVENTION & MANAGEMENT:

- Include both heme and non-heme iron rich foods like meat, green leafy vegetables, seeds etc.
- Ensure good intake of Vitamin C as it helps in iron absorption.
- Include heme and Vitamin B12 rich foods such as green leafy vegetables, chicken, egg, etc.
- Phenols rich foods like pulses, eggs, bean meat etc. should be included in daily diet.
- Include more iron fortified packaged products/supplements (Read the labels for more information).
- Control the infections that make anaemia worse.

Bone Health: Your bones are made up of calcium salts and collagen and perform many important functions of the body such as allowing movement, storage of calcium and giving structural to your body etc. It is vital to take care of your bone health throughout your life to ensure nutrition and appropriate exercise.

Age Factor!

- From birth up to age 30: Bone mass increases steadily over time.
- 40-50 yrs: Bone mass starts to decrease gradually.
- 60-70 yrs: Bone mass decreases more rapidly.
- 80-90 yrs: Bone mass decreases even more rapidly.

Bone Loss: Interplay of Calcium & Vitamin D

Pro-Bone nutrients:

Nutrient	Source
Calcium	Dairy products, leafy greens, fortified cereals
Vitamin D	Fatty fish, egg yolks, fortified milk
Vitamin K	Leafy greens, fermented soy
Magnesium	Nuts, seeds, whole grains
Boron	Fruits, vegetables, nuts
Copper	Nuts, seeds, shellfish
Zinc	Meat, dairy, legumes

Osteoporosis: A condition that leads to weak bones density and quality of bone leading to a higher risk of fractures that can be an impediment to quality and function.

Tips to maintain bone health:

- Don't Smoke:** Quitting smoking can help to maintain bone density.
- Include Protein:** Protein is essential for bone structure.
- Get your Calcium:** Consume calcium-rich foods.
- Get your Vitamin D:** Spend time outdoors or use supplements.
- Regular Physical Activity:** Weight-bearing exercises help maintain bone density.

The wide range of ITC Foods Division's product portfolio along with contribution towards combating various forms of malnutrition & diet related disorders also caters to the needs of consumers across various trends.

1. Planet friendly & Sustainable Nutrition Solutions

Sustainable sourcing

Conscious steps taken towards taking of the environment are important to maintain the wellbeing of human health and achieve a sustainable and healthy food system. ITC supports the purpose of 'Healthy planet, Healthy You' by helping reduce the carbon footprint through green and efficient manufacturing. ITC's B natural involves local sourcing of the agriculture produce for its juices. The details of the various sustainable value chains (wheat, potato, spices) can be found in our Sustainability report 2022.



Plant protein

One of the most trending consumer needs towards planet friendly movement is rise in demand for plant protein and meat alternatives. ITC Foods Division has launched Plant based, Vegan- Meat alternates for consumers without compromising on taste. Available under ITC Master Chef Incredible range, the variants include Plant Based-Nuggets and Burger Patty.



Millets

Millets are known to be planet friendly as they require low maintenance, low water supply, pesticide free and can grow in dry regions. ITC has always believed in the goodness of millets and supports its production and use as nutritious ingredient to enhance the value of food products. As of 2022, ITC's millet portfolio consisted of Aashirvaad Natures Super foods Ragi flour, gluten free flour, multi millet flour, Aashirvaad Instant meals Khatta Meetha Poha with Millets and Sunfeast 5 grain digestive that consists of Ragi and Jowar along with other whole grains.



2023 has been declared the International year of millets and the government has recognized it as one of the key national agendas, ITC supports the government's efforts in increasing the awareness

and consumption of millets among consumers and for this purpose a full spectrum launch of 'ITC's **MISSION MILLETS**' was done on January 18 2023. The initiative includes developing Millet Product portfolio and a dedicated Millet microsite that will host authored articles, blogs, videos and recipes that give credible information on benefits and use of Millets.

New range of millet-based products have been developed to add to the existing millet portfolio. The new range includes millet-based noodles, pasta, vermicelli, dosa/ rava idli mix, cookies, Choco sticks and snacks.



2. Organic

Organic foods have gained immense popularity amongst consumers owing to their diverse benefits towards the planet and people. To cater to the consumer's needs, Aashirvaad consists of a dedicated organic range under Aashirvaad Nature's Superfoods Organic, the portfolio consists of atta, chana dal, tur dal, moong dal etc., the brand also initiated a campaign 'Know Your Food' to increase the awareness of organic foods and encourage sustainability. Aashirvaad also offers organic ghee range, which is made from 100% organic cow milk.



3. Traditional ingredients

India is known as the land of spices. From ancient times herbs and spices have been incorporated in Indian diets and to date the traditionality of these ingredients has been carried forward by generations and in present times where consumers are seeking foods that connect them back to their roots, ITC Foods offers variety of products from its portfolio that contain Traditional Indian Spices and herbs.

Sunfeast biscuit portfolio offers Farmlite Veda Digestive, Veda Marie Light and 5 seed Digestive.



Sunfeast Farmlite Veda Digestive

With goodness of 5 natural ingredients like Ginger, Tulsi, Mulethi, Cardamom and Ashwagandha



Sunfeast Farmlite 5 seed Digestive

With goodness of 5 Power Seeds like Sunflower, Chia, Watermelon, Flax and Pumpkin.



Sunfeast Veda Marie Light

With goodness of five natural ingredients such as Ashwagandha, Tulsi, Mulethi, Ginger, and Cardamom

ITC Master Chef's Conserves and Chutney's can be an accompaniment in every meal. They are available in 12 different ranges and are made with choicest ingredients including traditional ones such as pepper, cinnamon, cumin, green pepper. They contain the goodness of fruits and veggies in the form of pulp, puree, chunky or shredded pieces. The entire range has no added preservatives, colours or artificial flavour



**Mango & Saffron
Jam**



**Apple &
Cinnamon Jam**



**Strawberry &
Mint Jam**



**Pineapple & Green
pepper Jam**



**Mango & Garlic
Chutney**



**Mango & Hot
Chili Chutney**



**Shredded Mango
Chutney**



**Mango & Jeera
Chutney**



**Papaya & Raisin
Fruit Chutney**



**Tomato & Chili
Vegetable Chutney**



**Carrot and Black
Pepper Chutney**



**Tamarind & Date
Relish**

4. Customization

Demand for Personalized and customized nutrition is on rise amongst consumers. To cater to this need, Aashirvaad has launched a brand campaign 'Meri Chakki Atta'. Currently available in Delhi -NCR, the campaign allows consumers to choose their own ingredients and make of the atta.

Make it uniquely yours with 4 simple steps!

1

Select your Wheat

- Standard Wheat
- MP Lokwan Wheat
- Sharbati Wheat

2

Pick your Desired Mix

- 100% Wheat
- Multigrain Mix
- Protein Mix
- Multi Millet Mix

3

Choose your Preferred Pisai

- Bareek Pisai
- Medium Pisai
- Mota Pisai

4

Select your Pack Size

- 20 Kg (5Kg x 4)
- 10 Kg (5Kg x 2)
- 5 Kg
- 2 Kg

5. Diet diversity through varied food product options

We firmly believe that all products, in right portions, have a unique place in a diversified, balanced diet. ITC Foods Division's product portfolio offers products across various categories to provide consumers with convenience, taste, nutrition and helps contribute towards consuming a diversified balanced diet and RDA's of essential macro and micronutrients.

Ready to Eat Foods

ITC Foods Division offers a variety of Ready to Eat foods that can be enjoyed as major meals. The Aashirvaad instant meals including Veggie Upma, Poha and Mini Idli Sambar can also be enjoyed as healthy snack meal. ITC Kitchens of India includes range of foods including dal makhini, pulao, chicken stews and biryani. It also offers traditional Indian desserts like badam, kaju, petha and moong halwa.



Ready to Cook

The Ready to Cook portfolio of ITC Foods Division includes Instant Mix and Cooking gravies and paste that add to the diverse choice and convenience sought by consumers. The portfolio includes Aashirvaad Rice Idli, Rava Idli, Rice Dosa and Gulab Jamun Mix.



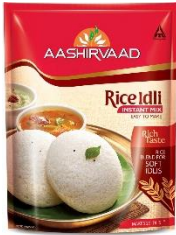
Aashirvaad Rice Dosa Instant Mix

Made from a rice blend to ensure that the dosas are crisp and have a rich taste and with other ingredients including Urad dal, Maida and Fenugreek



Aashirvaad Rava Idli Instant Mix

Made with fenugreek, bengal gram, curry leaves and ginger it also contains added cashews.



Aashirvaad Rice Idli Instant Mix

Made with rice blend for soft idli along with fenugreek and urad dal



Aashirvaad Gulab Jamun Instant Mix

Contains Milk Solids



ITC MasterChef Cooking Pastes

All 5 varieties including Vegetable Biryani, Paneer Makhani, Hyderabad Biryani, Masaledar Mutton and Butter Chicken are made with choicest ingredients and no added preservatives.



ITC MasterChef All Purpose Gravies

The variants including Tomato Makhani, Cashew Onion and Korma Masala are made with choicest ingredients and have no added preservatives.

Frozen Foods

ITC Foods Division's Frozen foods range has a diverse portfolio includes not only snacks but also vegetables, naans & paratha and prawns. It contributes towards a diversified balanced diet and caters to the consumer needs of convenience, taste and variety.

The frozen vegetables are offered by the brand Farmland and it includes mixed vegetables, green peas and sweet corn. They are pre-cleaned, handpicked & graded and are also free from any added preservatives and colours.



Aashirvaad offers frozen Naans & Parathas including Paneer and Aloo paratha, Malabar Paratha and Garlic- coriander & Tandoori naan. The entire range has no added preservatives.



ITC MasterChef Frozen Prawns are freshly frozen within 15 hours of harvest and have no added colors, flavors or preservatives. They are Super Safe prawns adhering to the hygiene standards of 4 countries – India, Europe, America and Japan.



Frozen snacks from ITC MasterChef offers extensive variety of veg & non-veg snacks bringing together ease, taste and nutrition.

Goodness of Protein & Calcium



Cheesy Corn Triangles
7g protein per 100g



Crispy Chicken Fries
8.7g protein per 100g



Plant Based Nuggets
8.8g protein per 100g



Plant Based Burger Patty
7.6g protein per 100g



Lebanese Falafel Kebab
13.6g protein per 100g



Crunchy Chicken Nuggets
16g protein per 100g



Chicken Galouti Kebab
7g protein per 100g



Dilli Dahi Kebab
142.3mg calcium per 100g

NUTRITION PROFILING SYSTEM

ITC Foods Division's Nutrition Profiling System has been developed in relevance to India's nutrition challenges, unique food diversity and is also aligned with many global and national benchmarks. Hence there was a need to develop one which is applicable and relevant to India's nutrition challenges. Moreover, India being a vast country with very diverse food patterns, food availability and accessibility, it was imperative to develop a profiling system which could encompass this vast diversity. It encourages formulation & reformulation of products that are science-based and thereby enable consumers to adopt them in their daily diets as a healthier, affordable and sustainable food option.

The profiling methodology acknowledges the importance of enhancing diet diversity, enrichment and positive nutrition by value addition via macro & micro nutrients (critical vectors of fortification), whole grains, multigrains, nuts, legumes, vegetables, pulses, millets, dairy, fruits & vegetables etc., along with management of reduction of nutrients of concern like added sugars, sodium etc in all appropriate product categories. The portfolio, thus developed, should also address the special needs of specific target groups like children, adolescents, pregnant women and lactating mothers, geriatric population and vulnerable groups suffering from any specific health issues like undernutrition, stunting, wasting, anaemia and non-communicable diseases, which are key to providing holistic nutrition to the community at large.

ITC Foods Division's Nutrition Profiling system has been designed keeping in mind the public health needs, dietary patterns, dietary recommendations such as those issued by World Health Organization (WHO), ICMR-NIN, and FSSAI, while including the scientific rationales from other globally accepted profiling systems. This Profiling system enables ITC Foods Division to continuously map & feed into its nutrition strategy to develop a product portfolio in line to its commitment of providing sustainable, affordable and accessible food choices.

Details of the profiling system is available as ITC Foods Division's Nutrition profiling system on ITC Portal under '[Our Policies](#)'. The profiling system has been developed under expert guidance and is available on company's website and is under review for publication in a peer reviewed journal

Basis compliance to the ITC Foods Division Nutrition Profiling System, the percentage of healthier portfolio for current and previous financial year is stated below:

	FY 2021-22* (approx.)	FY 2022-23* (approx.)
% portfolio compliance to the profiling system.	89	88

* relative to total ITC Foods Divisions sales volume

ITC Foods Division commits to achieve 90% of its sales (relative to overall sales) from healthier portfolio basis ITC's Food Division Nutrition Profiling System by 2025.

Joint ventures, Acquisitions & Collaborations supporting nutrition strategy

ITC Foods Division believes in pursuing acquisitions, joint ventures and collaboration opportunities proactively in strategic areas, which will help accelerate the growth and value creation of the company. In this regard, consumer needs and nutritional portfolio remain a central focus point of discussion and decision.

As a responsible leading industry, ITC Foods Division takes pride in collaborating and adding to its portfolio, products that are nutrition led for the betterment of our consumers.

Acquiring Sunrise

To augment its Product portfolio, expand its footprint of spices distribution and help enhance farmer incomes, ITC acquired Sunrise – A market leader in eastern spices. With bringing in the natural sources of antioxidants and phytochemicals, this acquisition has also contributed towards the goodness of protein in ITC's food product portfolio.

Acquiring Yoga Bar

Yoga Bar is a leading startup that offers nutrition led products such as protein bars, muesli, gluten free oats, peanut butter etc., ITC has taken a strategic decision to acquire this company and enhance its 'Good for You' portfolio. This acquisition will provide consumers with more choices for healthy snacking from ITC's product portfolio.

Collaboration with Amway India

ITC partnered with Amway India to cater to consumers nutrition needs. Two fruit juice ranges – Nutrilite B Natural ABC and Mixed fruit which has no added sugar and a clinically proven ingredient that supports immunity. A dedicated product for kids has been created- Sunfeast Nutrilite Kids Daily Shake and a Sunfeast Nutrilite Protein shake which has 18g protein in every serve.



Partnership with McDonald's & Dominos

To contribute towards the health of children in terms of healthy meals, ITC collaborated with McDonald's to include its B Natural Mixed Fruit beverage which has a clean label of 'No added preservative' and 'No added sugar', in McDonald's Happy meals and make it nutritious and wholesome.

In a similar partnership, ITC's B Natural Juices are available at Dominos to provide consumers with a beverage menu that consists of fruit juices. The 3 variants available at dominos include Himalayan mixed Fruit, Nagpur Orange and Ratnagiri Alphonso.