

Investment Possibilities & Future outlook of Indian Dairy Products



Enduring Value



Sanjay Singal

**Chief Operating Officer - Dairy & Beverages
India**

India : Sales USD 11 Bn, Mkt. Cap. USD 50 Bn.

ITC Businesses

Agriculture |

Manufacturing |

Services



Enduring Value

FMCG



Fastest Growing

Hotels



Responsible Luxury

Agri Business



Globally celebrated

Information Technology



Across 6 Continents

Paper & Packaging



Market Leader



The Only Company in the World to be :

**Carbon
Positive**

11 years

**Water
Positive**

14 years

**Solid Waste
Recycling
Positive**

9 years

Sustainable Livelihoods for 6 million people

47% of Total Energy Consumed from Renewable Sources

World's Greenest Luxury Hotel Chain

Organized Retail Dairy

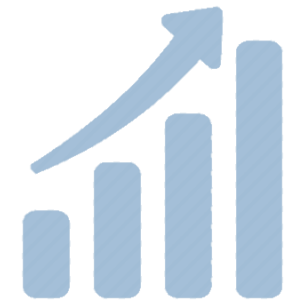


Organized Retail

40 Bn \$

INDUSTRY
GROWTH

15%
Y-o-Y Growth



12.4%
5-Year CAGR

But India is Changing.....

- India & Bharat
- From Unpackaged to Packaged Food
- Food Experimentation – Eating out, Cuisines, Experiences
- Ability to pay a premium
- Explosive growth in out-of-home consumption



**Doodhwala (Milkman)
Daily Home Delivery**



Unorganised Dairy Shop

Attractions For ITC

- At the core of ITC's business philosophy: For the Indian farmer, For The Indian Consumer
- Leverage ITC's strong rural procurement network being used for wheat, E-choupal, etc.
- Trust is an important consumer need in milk – 'Aashirvaad' Brand can play a role
- Large category – Can present growth lever for FMCG business



**Doodhwala (Milkman)
Daily Home Delivery**



Unorganised Dairy Shop

Categories of Interest

Strategic Choices

1. Fresh Dairy, Ghee
2. Cheese
3. Targeted Nutrition Powders
4. UHT Dairy Beverages
5. Yogurts and Yoghurt Drinks

Critical Success Factors

- Ability to Differentiate
- Create Technology Barriers
- Develop Sources of Competitive Advantage

Necessary!

- Mass Balancers
- Economies of Scale
- Large Ambient Categories

ITC's Entry In Dairy



Our Range



Changing consumer preferences in India



- Unique first of its kind **beverages with Inclusions**

APET Investment

- Aseptic PET complete line including the first dry preform sterilization in India– operational since early 2019 in Kapurthala (Punjab)
- Ensures ease of operations and maintenance, hygiene and food safety while offering flexibility to switch easily from one product to another



THANK YOU

