

ITC Limited

Parent Company

ITC Limited

Category

Consumer Products, Hotels & Services

Sector

FMCG

Tagline/ Slogan

100 Inspiring years; 100 years 1 mission India first

USP

ITC is rated among the World's Best Big Companies

STP

Segment

Products and services for daily needs

Target Group

Every Indian household especially the middle class

Positioning

Enduring Value. For the Nation. For the Shareholder.

Product Portfolio

Brands

Consumer Products

1. Fiama Di Wills

2. Vivel

3. Superia

Food & Beverages

1. Sunfeast

3. Mint-O

3. Bingo

SWOT Analysis

Strengths

1. ITC has a strong and experienced management which ensures that the company is known for its great
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2. Strong brand presence & excellent product advertising has helped the brand grow consistently

3. ITC has a diversified product and services portfolio which includes FMCG, Hotel chains, paper & pack

4. Over 6500 E-Choupal CSR activities and sustainability initiatives enhance ITC's brand image reaching

5. ITC limited employees over 30,000 people across all its various businesses

6. Excellent research and development facilities ensure that the brand manufactures high quality products

7. ITC products are exported to over 90 countries worldwide

8. The annual revenue of the company is around \$10 billion

Weaknesses

1. ITC has a strong competition in the FMCG segment and hence market share growth is slow

2. Hotel industry has not been able to create a huge market share

Opportunities

1. Tap rural markets and increase penetration in urban areas

2. Mergers and acquisitions to strengthen the brand

3. Increasing purchasing power of people thereby increasing demand

4. More publicity of hotel chains to increase market share

Threats

1. Strict govt regulations and policies regarding cigarettes

2. Intense and increasing competition amongst other FMCG companies and hotel chains

3. FDI in retail thereby allowing international brands

Competition

Competitors

1. HUL (Hindustan Unilever)

2. Nestle

3. Dabur

4. Patanjali

5. Parle

6. Colgate-Palmolive

7. Britannia

8. Marico

9. Procter and Gamble (P&G)

10. Emami

11. Amul