

ITC Ltd in Packaged Food (India)

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Abstracts

ITC's business continued to expand rapidly over the review period, with sales recording impressive growth. ITC is now present in branded spices with Aashirvaad rasam and sambhar blended powders. In biscuits, ITC launched differentiated milk cookies for consumers in target markets over the review period. The Sunfeast range witnessed the enrichment and premiumisation of its product mix with the relaunch of Dark Fantasy and the introduction of premium Dark Fantasy Choco Fills biscuits. In...

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