



# ITC's Brands: Creating Sustainable Livelihoods through a Robust Distribution Network



Leveraging its unmatched distribution infrastructure, ITC has enhanced the market standing and consumer franchise of all its brands. Continued focus on supply chain improvements both in the traditional and modern trade arena enhances accessibility of ITC's large portfolio of products.

ITC's formidable distribution network covers over 1 lakh markets and

over 6 million retail outlets directly and indirectly across various trade channels. This enhances the reach and availability of ITC's large and diverse FMCG product portfolio comprising many brands and hundreds of stock keeping units. This extensive network provides significant sustainable livelihoods across the distribution value chain.