

# ITC LIMITED

- *COMPANY PROFILE*
- *BUSINESS PORTFOLIO*
- *LRBD*
- *JOB DESCRIPTION*
- *CAREER PATH*

## *Company Profile –*

*The company enjoys the leadership across the 4 industry verticals – Tobacco, Hotels, Paperboards & Packaging, Agriculture*

### *TOBACCO DIVISION*

*The company started in the year 1910 with the cigarettes business and devoted the first six decades to the cigarettes business only which it later on expanded to other divisions as well. Today ITC Ltd is the market leader in this segment with its wide range of brands like *Insignia, India Kings, Classic, Gold Flake, Silk Cut, Navy Cut, Scissors, Capstan, Berkeley, Bristol and Flake.**

*The leadership of ITC ltd in domestic & international markets, is credited to its strategy of investment in product design, innovation, quality, & distribution.*

### *HOTELS*

*In the year 1975 the company incorporated itself into the hotels division with its first hotel Chola Sheraton, Madras. Today ITC ltd is amongst India's finest and fastest growing hotel chains. It consists of over 90 hotels across 77 destinations in India. These include super deluxe and five star hotels, heritage palaces, havelis and resorts and full service budget hotels. Since then ITC's Hotels business has grown to occupy a position of leadership, with over 70 owned and managed properties spread across India.*

## Paper boards & packaging

*ITC's Paperboards and Specialty Papers Division came into the existence in the year 1979, & is India's largest and most technologically advanced paper and paperboards business. ITC caters to a wide spectrum of packaging, graphic, communication, writing, printing and specialty paper requirements. ITC's this division also enjoys the market leadership in this segment & is a supplier to market leaders across various segments. It is also the biggest exporter of coated boards in the global markets.*

## Agri business

*In the year 1990, the company leveraged its agri – sourcing competency & thus set up the **agri business division** for export of agri-commodities. The Division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 now extending to 10 states covering over 4 million farmers & the company's vision is to have a network of 20,000 e-Choupals, thus extending coverage to villages representing one sixth of rural India. ITC's Agri Business Division is the country's second largest exporter of agri-products with exports of over Rs. 1000 Crores (Rs. 10 billion).*

## LIFESTYLE RETAILING BUSINESS DIVISION

*ITC's Lifestyle Retailing Business Division has established a nationwide retailing presence through its Wills Lifestyle chain of exclusive specialty stores. providing the Indian consumer a truly 'International Shopping Experience' through world-class ambience, customer facilitation and clearly differentiated product presentation.*

*Wills Lifestyle offers a tempting choice of -*

- Wills Classic* - work wear,
- Wills Sport* - relaxed wear,
- Wills Clublife* - evening wear & fashion accessories,
- Wills Signature* - designer wear, created by the leading fashion designers of the country.
- Essenza Di Wills* - an exclusive range of fine fragrances and bath & body care products
- Fiama Di Wills* - a range of premium shampoos and shower gels.

*To capture the higher grounds the company also associated with the country's most exclusive & prestigious fashion event – **WILLS INDIA FASHION WEEK.***

*Apart from the wills lifestyle in the premium segment, ITC has also forayed its presence in the youth or the popular segment with **JOHN PLAYERS & MISS PLAYERS.***

*John Players offers a complete and vibrant wardrobe targeting the Indian male youth, which is now more confident & aspires for more with the enhanced fashion awareness. Brand ambassador for john players is – Hrithik roshan*

*The launch of **Miss Players** has added to ITC's youthful portfolio. The range which spans trendy, funky, smart dresses along with a whole range of cool fashion accessories designed in appropriation with the young Indian women mindset & the brand ambassador of this brand is – Amrita rao.*

## Job description

- Designation - customer associate  
Reporting - store manager  
Location - Delhi/ncr (Pan - India )  
Eligibility - any graduate or final year appearing student  
Additional requirements – excellent communication skills  
- pleasing personality

## Profile

The profile of a customer associate at a *WILLS LIFESTYLE* , store would include the following operations –

- Selling – up selling , cross selling.
- Replenishment
- Visual merchandising
- Cashiering
- Inventory management
- Report generating

## Working relationships:

### Internal:

Store Manager, Other store staff,  
Merchandisers  
Retail Operations team of the Region  
Visual Merchandiser  
HR Resource in the Region

### External:

Consumers, Promotion Agencies.

## Role expected at the store-

- *A Team player with a Can Do & Will Do attitude*
- *Willingness to Learn*
- *Excellent communication skills*
- *High degree of interpersonal skills*
- *High energy and enthusiasm*
- *Flexibility of relocation*
- *Interest in Retail as a career option*

**Pay emoluments** – ₹ 10,000 – 12,000 per month CTC  
+ sales incentives based on targets at the store  
+ medical reimbursement of ₹ 9000 for a period of 3 years.  
+ ₹. 10,000 reimbursement on all the ITC products in 1 year.

## Career path – “WINGS”

*WINGS* – is the career progression given to all the associates who have been good performers consistently & completed their 2 years of experience, out of which 1 year with ITC ltd is compulsory.

*In this test – all the eligible candidates have to undergo assessment at 2 levels – regional & national. The candidates clearing the rounds in both the levels are eligible to become store managers after 6 months of OJT (on the job training)*

*Thereafter the ladder of the success is performance based, depending on which the person can become area retail manager, area sales manager & so on.....*