

A close-up photograph of a coffee plant branch. The branch is covered with vibrant green, glossy leaves and clusters of bright red coffee cherries. The cherries are in various stages of ripeness, with some appearing slightly darker. The background is a soft, out-of-focus green, suggesting a healthy coffee bush.

# **ITC AGRI BUSINESS DIVISION COFFEE BUSINESS**

# ITC ABD - COFFEE VALUE CHAIN



Estates



Harvesting



Pulping

Dry-processing



Cherry Drying

Wet-processing



Parchment Drying



Planter

*Well monitored and precise processing & storage*



Curing & Storing



Dispatch



# SOURCING THE BEST OF INDIAN COFFEES...



Presence in all major coffee growing regions in India since 1992



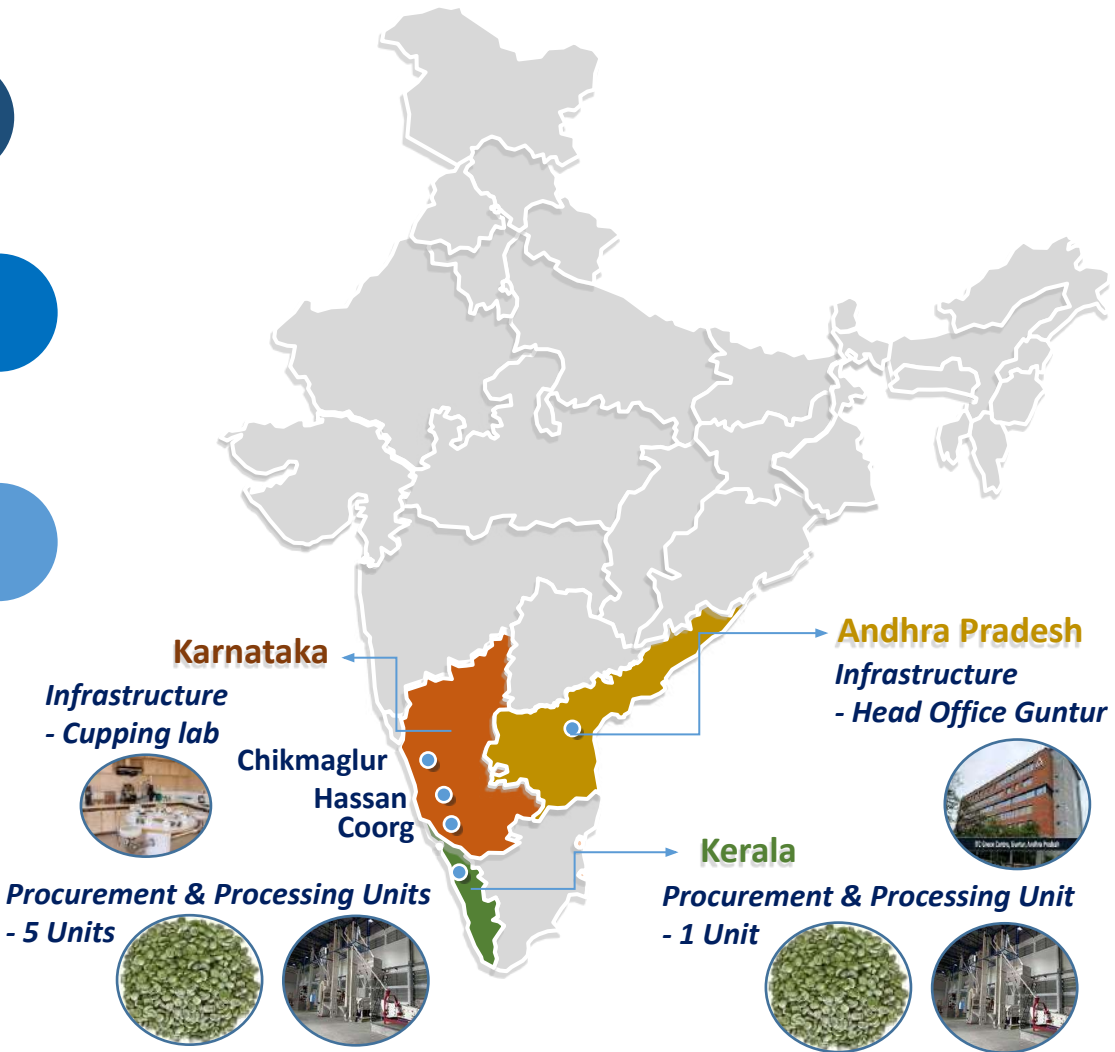
Access to large network of **2000+** planters and **60k Ha** crop area



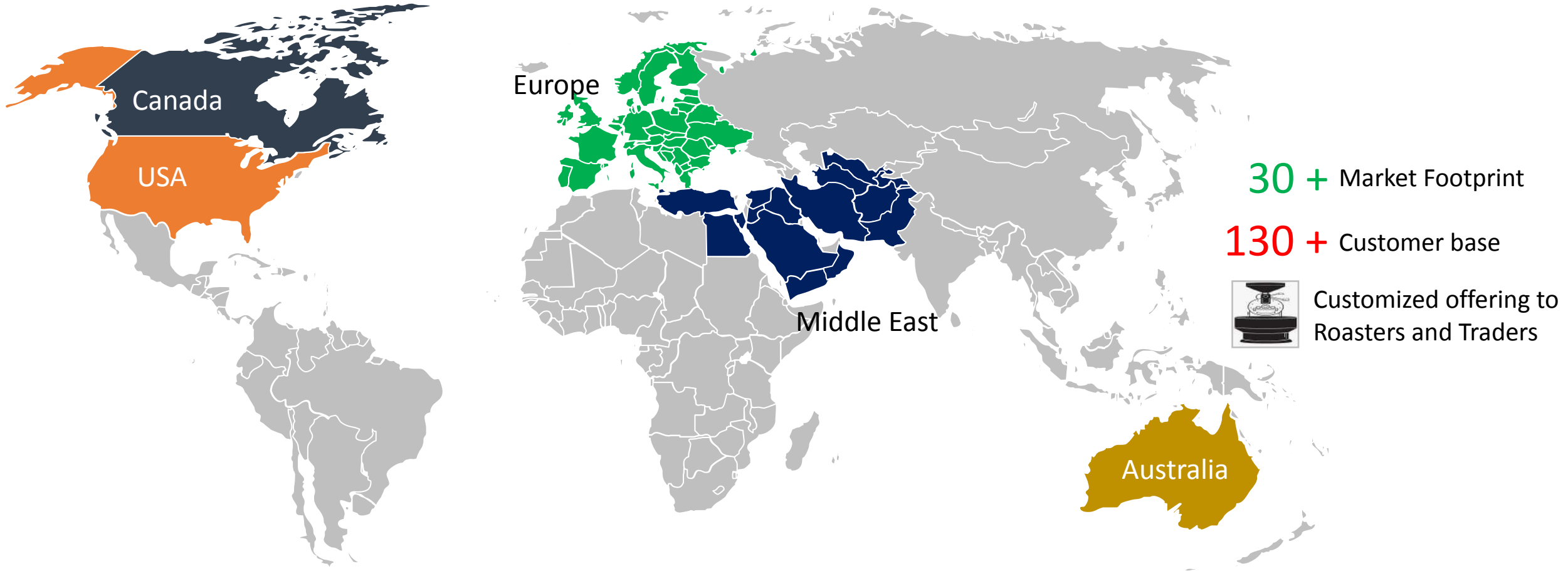
Expertise in coffee processing and handling gained over 30 years



Infrastructural facilities to ensure quality : eg. Cupping lab



# GLOBAL PRESENCE



*'For over three decades ITC has been taking Indian coffee to the cups of passionate coffee drinkers across 4 continents'*

# VALUE ADDED OFFERINGS

## RFA Certified Coffee



- ✓ Certified coffee production of over 2000+ MT
- ✓ Access to around 50 certified estates with a crop area of close to 6000 Acres
- ✓ 100% end to end traceability assured
- ✓ Dedicated sustainability team

## Monsooned Coffee



- ✓ Carefully handpicked coffees from major growing regions used
- ✓ Fully monitored natural monsooning process at Mangalore
- ✓ Perfect mellow cup – a guarantee out of this coffee

## Specialty Coffee



- ✓ Sourced from select estates or regions with superior cup attributes
- ✓ Expertise in post harvest and micro lot processing
- ✓ Infrastructural advancement for separate storage and cupping facilities

# TYPES OF PACKAGING OFFERED



**21 MT Jumbo Bag**



**1 MT Jumbo Bag**

Special packaging for Middle East : Mouda packing with corner stitching and roping

Multiple carrying capacities vis-à-vis PP bags : 21 MT and 1 MT

Jute (Ijira) bags: 10 kg, 50 kg, 60 kg



**Ijira bags**



**Mouda Packs with Corner Stitching & Roping**





# HOW WE STAND APART...

- Multi geography presence across all major growing regions

- Wide network of 2000+ planters and crop area of 60k Ha

- All grades of both washed and natural Indian green coffees – both conventional and value added



- One stop solution for Variety & Quality, Quantity, Packaging & Logistics

- Prompt and on time delivery guarantee
- *'ITC Promise' on all aspects of the coffee*

- Best in class processing and storage
- *Dedicated teams for quality assurance and shipment handling*

A top-down view of three hands holding coffee cups in a toast. The top hand holds a white cup with a latte art design. The bottom-left hand holds a dark cup with ice. The bottom-right hand holds a white cup with a latte art design. The background is a blurred coffee shop setting.

**THANK YOU**