



Welcome back to a celebration of what's right with the world!

ITC Limited is that stellar example of a giant corporation shedding its past avatar to emerge as a highly successful conglomerate with business interests in the three primary sectors of the national economy - agriculture, services and manufacturing.

The case study and the video review offer a glimpse of the spectacular transformation.

Warmly,

[The Editorial Team](#)



[Video Review](#)  
ITC Limited - The Strategic Transformation



The defining trait of ITC Limited is its nationalistic organizational character that has guided the alignment of its corporate strategy with action in the service of national priorities. Get to know the company's vision and how it has translated into societal value creation. [More](#).



[Case Study](#)  
ITC Limited - The Strategic Transformation

The origins of ITC are as fascinating as its metamorphosis. Though incorporated in 1910 (in a different form), the company aggressively redefined its corporate vision only at the turn of the millennium.

Through its 'Responsible Competitiveness' paradigm, the company has built globally competitive capacity to create economic value whilst ensuring that the environment is nourished and sustainable livelihoods are created at the same time. [More](#)

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