



ITC HOTELS

RESPONSIBLE LUXURY



**Responsible Luxury - *Luxury without
Compromising the earth...***

HC Vinayaka

hc.vinayaka@itshotels.in

ITC Limited



OUR BUSINESSES CREATE 5 MILLION SUSTAINABLE LIVELIHOODS



FMCG



Hotels



Paperboards & Packaging



Agri Business



Information Technology

- » India's foremost private sector company with a market capitalisation of **US \$ 50 billion** and a turnover of **US \$ 8 billion**.
- » Rated amongst the **World's Best Big Companies**, **Asia's 'Fab 50'** and the **World's Most Reputable Companies** by Forbes magazine and among **India's Most Valuable Companies** by Business Today.
- » United Nations - **World Business & Development Award** at the prestigious **Rio 20+** summit
- » **Global exemplar** in sustainable business practices

ITC HOTELS

Our foray into the hotels began with the opening of the erstwhile **Chola Sheraton, Chennai** in 1975.



ITC HOTELS

RESPONSIBLE LUXURY



With more than 100 hotels over 9000 rooms:

- » A leading provider of hospitality in the **luxury space** in India with substantial presence in the heritage and mid-market segments
- » The most **profitable** hotel chain in the country
- » Global role model and industry leader in **sustainable practices**
- » Recognised for its **talent bank** through its 2 coveted management institutes
- » Globally acknowledged **culinary** brands
- » World class integrated **IT eco-system**
- » Evolved **loyalty** and **recognition** programme



ITC Hotels – Luxury Collection



Sheraton | WelcomHotels



Fortune Hotels



WelcomHeritage Hotels



ITC Hotels - Luxury Collection: Inspired by history, a **collection** of unique hotels, each a landmark, **offering experiences rooted in the local soil, ethos & culture**

WelcomHotels: Upper-upscale hotels renowned for their warm & personalized service – **Comfortably like home, delightfully unlike it**

Fortune Hotels: Upscale contemporary hotels offering exceptional value – **Makes good business sense**

WelcomHeritage: Palaces, Forts, Havelis & Resorts that offer **unique heritage experiences**



ITC HOTELS

RESPONSIBLE LUXURY



‘Responsible Luxury’ – *A Case Study*

Responsible Luxury



Sustainable practices and Responsible actions were embedded in ITC's hotels given that its lineage and commitment always believed in a **triple bottom line business philosophy**.

Responsible Luxury



With many path-breaking firsts to its credit (branded accommodation & cuisines, amongst others), ITC Hotels, albeit the youngest, backed by ITC's exemplary credentials, soon became a **serious luxury player** in the **Asia-Pacific region**.

Responsible Luxury

While ITC Hotels' lineage demanded that luxury experiences at ITC's hotels must have a positive environmental footprint as well; it was a challenge in a business conventionally known as indulgent. We stood at the crossroads of differentiating the hotels business on either 'luxury' or 'sustainability'



Responsible Luxury



Deliberations led us to the conclusion that **choosing either/or was not an option**. Because what made ITC's Hotels stand apart was that it had indeed over the years embedded sustainable practices in its business and would continue to do so.

Responsible Luxury

So therefore, was there a third alternative, a positioning that allowed ITC Hotels to showcase its endeavours on both **‘sustainability’** and **‘luxury’**



RESPONSIBLE LUXURY

LUXURY WITHOUT COMPROMISING THE EARTH;
SUSTAINABILITY WITHOUT COMPROMISING ON
LUXURY



ITC HOTELS

RESPONSIBLE LUXURY



‘Luxury’ and ‘Sustainability’ were once traditionally perceived as incongruent concepts...Until...

ITC Hotels blended the two and pioneered the concept of ‘Responsible Luxury’; integrating world-class luxury with ‘green best practices’ to enable Planet Positive luxury experiences for guests

Delivered through ‘eco-embedded’ products, ‘eco easy’ service designs and ‘eco sensitised’ associates



INDEGENOUS EXPERIENCES

LUXURY

Rooted to the Soil

**“Give me the Luxuries of Life and
I will do away with the Necessities”**

-Oscar Wilde



LUXURY

Rooted to the Soil

Eco-Embedded Hotels



ITC HOTELS
RESPONSIBLE LUXURY



THE LUXURY COLLECTION
India

Each ITC Hotel is a reflection of the culture and ethos of the region that it is located; embodying **indigenous, exceptional, experiences.**

*Where each hotel has a **story to tell** and a **secret to share...***


ITC HOTELS
RESPONSIBLE LUXURY

—
THE LUXURY COLLECTION
India

NOBODY GIVES YOU INDIA LIKE WE DO....


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC MAURYA
NEW DELHI
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC MARATHA
MUMBAI
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC GRAND CENTRAL
MUMBAI
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC SONAR
KOLKATA
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC KAKATIYA
HYDERABAD
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC WINDSOR
BENGALURU
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC GARDENIA
BENGALURU
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC GRAND CHOLA
CHENNAI
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC MUGHAL
AGRA
A LUXURY COLLECTION HOTEL.


ITC HOTEL
RESPONSIBLE LUXURY
—
ITC RAJPUTANA
JAIPUR
A LUXURY COLLECTION HOTEL.

ITC Green Centre

- ❖ World's FIRST largest LEED (Leadership in Energy and Environmental Design) Platinum certified building – 2004.
- ❖ Re-certified with highest points in January 2012 & 16
- ❖ Water Efficiency - Zero Discharge building
- ❖ Sustainable Site – Efficient redeployment of excess site soil
- ❖ Energy & Atmosphere – Designed to capture maximum daylight & IEQ

U.S. Secretary of State, Hillary Clinton on her visit to India described the building as a “monument to the future”




ITC HOTEL
RESPONSIBLE LUXURY

ITC MAURYA
NEW DELHI

A LUXURY COLLECTION HOTEL

First hotel in the world to have been awarded
Platinum certification under LEED® EB 2010 &
Recertified in 2016



Epitomising the luxury hotel experience in New Delhi,
ITC Maurya is a tribute to the **Golden Age of the Mauryan Dynasty**

ITC HOTEL
RESPONSIBLE LUXURY

ITC MARATHA
MUMBAI

A LUXURY COLLECTION HOTEL

Consumes **22% less energy** than US EPA's
(US Environment Protection Agency)
benchmark for large size Luxury Hotels.



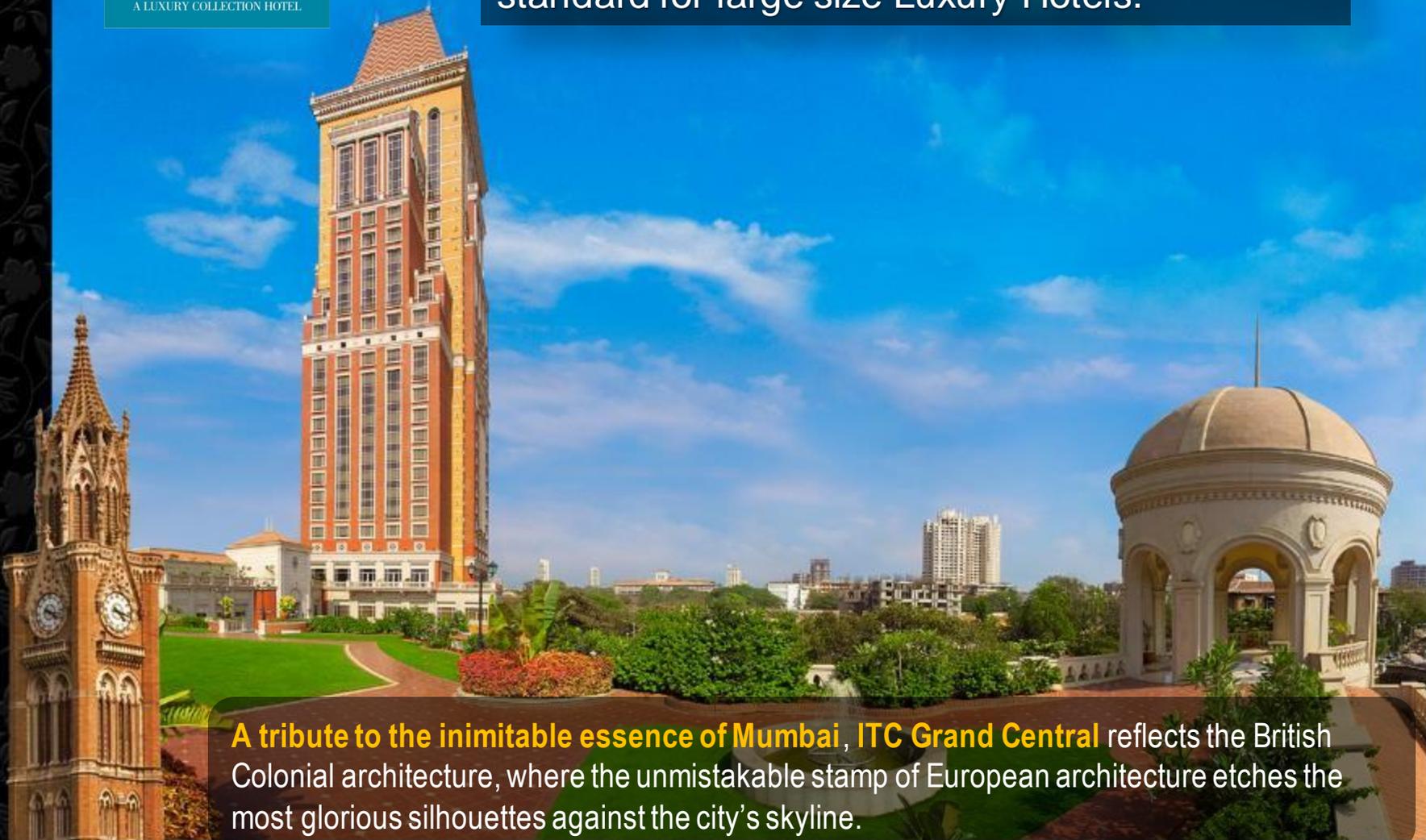
ITC Maratha, pays tribute to Mumbai's colonial roots and the **spirit of the Marathas**. Situated in a strategic location, it is the ideal place for conducting business.


ITC HOTEL
RESPONSIBLE LUXURY

ITC GRAND CENTRAL
MUMBAI

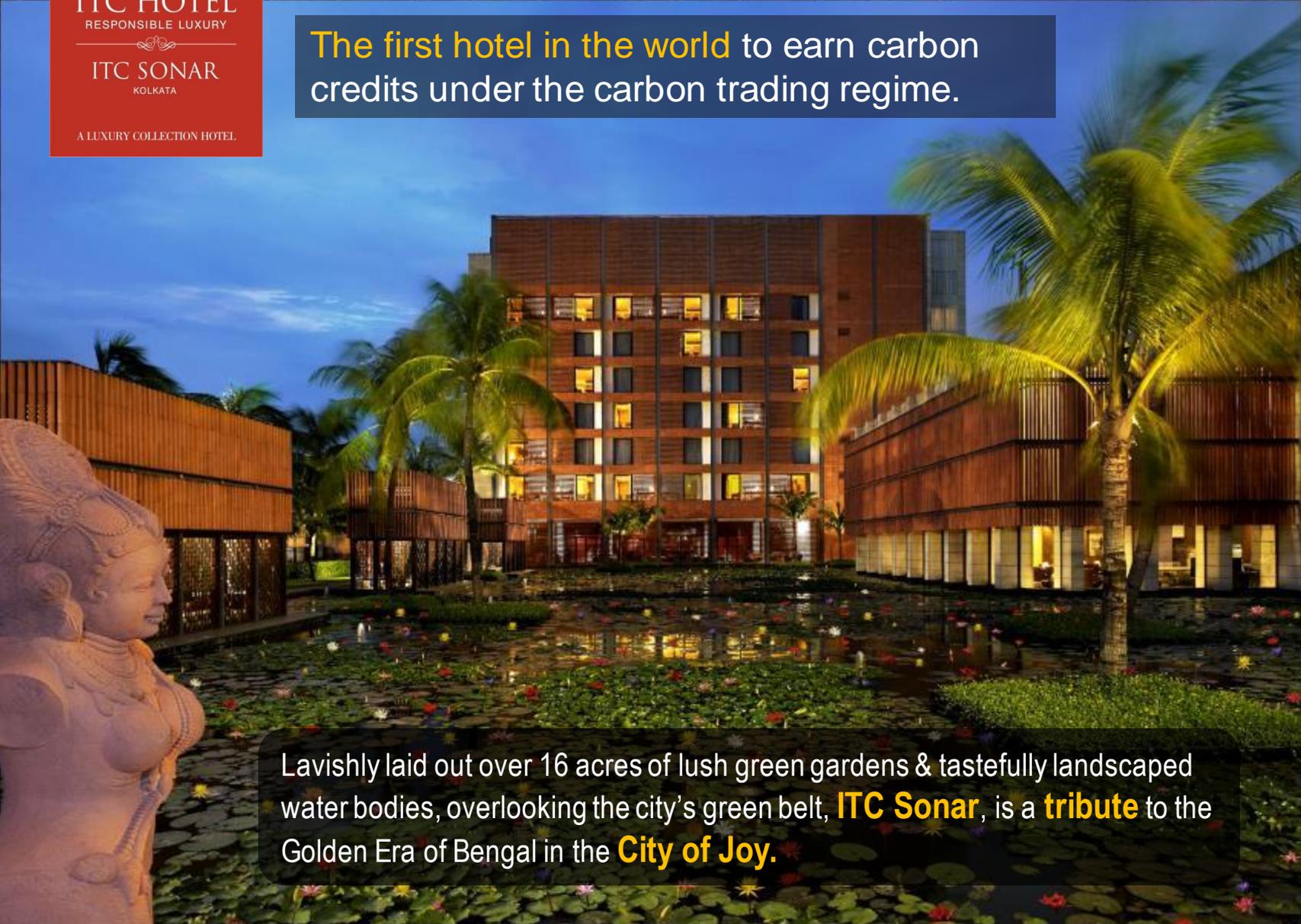
A LUXURY COLLECTION HOTEL

Consumes **48% less water** than LEED®
standard for large size Luxury Hotels.



A tribute to the inimitable essence of Mumbai, ITC Grand Central reflects the British Colonial architecture, where the unmistakable stamp of European architecture etches the most glorious silhouettes against the city's skyline.

The first hotel in the world to earn carbon credits under the carbon trading regime.



Lavishly laid out over 16 acres of lush green gardens & tastefully landscaped water bodies, overlooking the city's green belt, **ITC Sonar**, is a **tribute** to the Golden Era of Bengal in the **City of Joy**.


ITC HOTEL
RESPONSIBLE LUXURY

ITC KAKATIYA
HYDERABAD

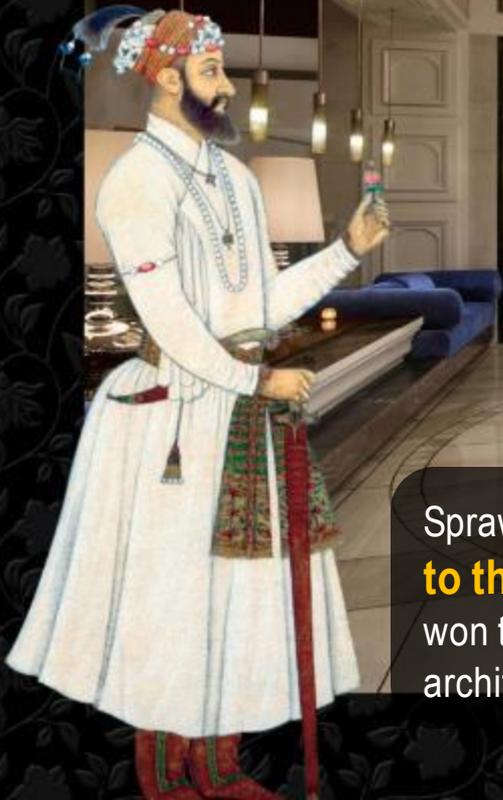
A LUXURY COLLECTION HOTEL

100% of the total solid waste is either reused or recycled.

The legendary spirit of the Kakatiya Dynasty, ITC Kakatiya recreates an ambience with gentle echoes of Kakatiya art and sculpture.



More than 40% of edible ingredients consumed are harvested and processed locally.



Sprawled across 35 acres of luxurious gardens, **ITC Mughal, is a fitting tribute to the great Mughal builders of the past**, and the only Indian hotel to have won the prestigious 'Aga Khan Award' for its excellent representation of Mughal architecture.

ITC HOTEL
RESPONSIBLE LUXURY

ITC RAJPUTANA
JAIPUR

A LUXURY COLLECTION HOTEL

82% of associates travel by either public transport or use pooled vehicles

ITC Rajputana reflects the splendour of majestic Rajputs. It completes the ITC Hotels' circuit on the Golden Triangle of India's most popular tourist destinations. Jaipur, the fabled 'Pink City' with its brilliant colours and exotic monuments is home to this splendid edifice.


ITC HOTEL
RESPONSIBLE LUXURY

ITC WINDSOR
BENGALURU

A LUXURY COLLECTION HOTEL

100% of the Hotel's energy demand is met through self-owned wind farms.

ITC Windsor, where outstanding architecture recreates the **British Regency period**, with 240 well appointed rooms and luxury suites. ITC Windsor is a place where **old world charm** merges effortlessly with international standards of efficiency.



The first LEED® platinum certified Hotel in Asia under the New Construction (NC) category

ITC Gardenia, envisioned as a building set in a garden, both the interiors and exteriors of the hotel merge with each other..

A tribute to the garden city of Bengaluru




ITC HOTEL
RESPONSIBLE LUXURY

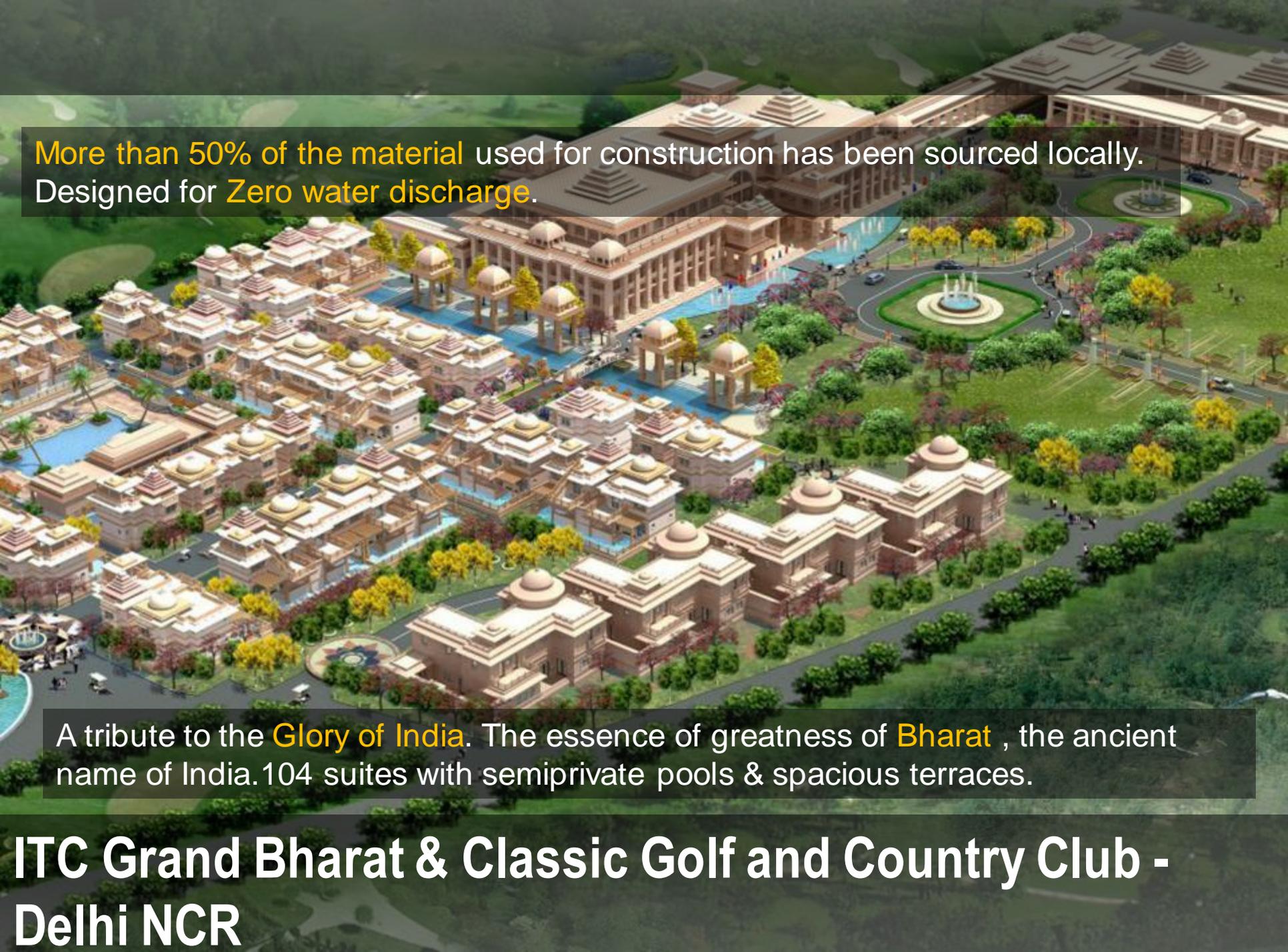
ITC GRAND CHOLA
CHENNAI

A LUXURY COLLECTION HOTEL

The largest LEED® platinum certified Hotel in the World in the New Construction (NC) category



The **ITC Grand Chola**, embodies the essence of Southern India's most **glorious empire, the Cholas** – the greatest maritime power in Indian history. The unequalled artistry expressed during this period in their temples, art, architecture and literature is reflected in this Hotel.

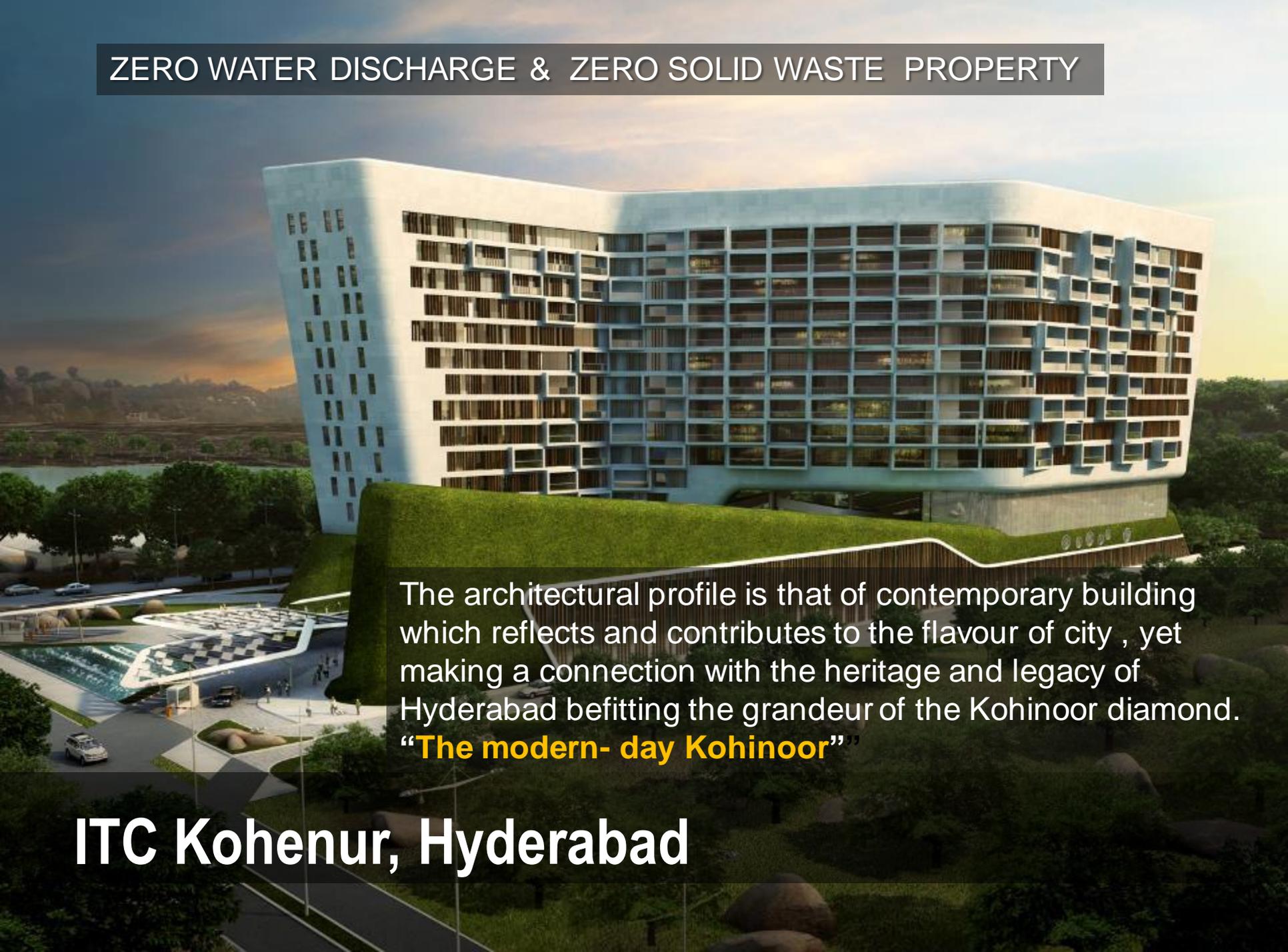


More than 50% of the material used for construction has been sourced locally.
Designed for Zero water discharge.

A tribute to the **Glory of India**. The essence of greatness of **Bharat**, the ancient name of India. 104 suites with semiprivate pools & spacious terraces.

ITC Grand Bharat & Classic Golf and Country Club - Delhi NCR

ZERO WATER DISCHARGE & ZERO SOLID WASTE PROPERTY



The architectural profile is that of contemporary building which reflects and contributes to the flavour of city , yet making a connection with the heritage and legacy of Hyderabad befitting the grandeur of the Kohinoor diamond. **“The modern- day Kohinoor”**

ITC Kohinoor, Hyderabad

The background of the slide is a dark, textured surface featuring a repeating pattern of small, stylized floral motifs. The pattern consists of delicate, swirling lines that form a lattice of small flowers and leaves, creating a subtle, elegant texture. The overall color palette is dark, with the text providing a sharp contrast.

Vignettes
of **Luxury**

Eco-Easy Service Designs

‘Farm to Plate’ - Gourmet cuisine

❖ **Signature mornings**-Carefully sourced; mindfully prepared breakfast specials, featuring forgotten grains, free-range etc, Indian super foods.

❖ **Kitchens of India** – Bringing to the fore India’s culinary excellence under the banners of Unique, Indigenous, Forgotten & Royal



More than **40%** of the food and beverage used is **harvested and processed locally** within 100 kilometers of the hotel; **Locavore**.

'Responsible Luxury' Culinary Initiatives

- ❖ 'One Bite Wonders' – 'Good for you' bite-sized, healthy snacks
- ❖ ŚūnyaAqua – Zero-mile, herb infused, luxury potables
- ❖ Swasthya - Tapping into ancient Indian culinary sciences – The 'Goodness of the Vedas'
- ❖ 'WelcomMeal' – Composite dining experience for One.
- ❖ Alert Meets – For meetings and conventions; breaking away from the monotonous menus that induce 'food coma'
- ❖ Pavilion Pure – Cold press natural juices blended to perfection



ŚūnyaAqua



WelcomMeal

'Responsible Luxury'

Culinary Initiatives – One Bite Wonder



'SūnyaAqua'

Zero-mile herb infused artisanal water



‘WelcomMeal’

- ❖ Composite bespoke in-room dining experience, for One
- ❖ ‘Single Diner’ menus in all restaurants



'Sea to Fork'

Choose Wisely



THINK AGAIN!

Stock is heavily over fished



**GOOD CHOICE BUT
THERE'S BETTER**

Stock exploited
within sustainable level



GO FOR IT !

Stock is not experiencing
heavy pressure

'Green Banqueting'

An endeavour to enable Responsible Events



Meeting Room, ITC Gardenia

MICE – ‘The Responsible Choice’

- ❖ EE lighting
- ❖ Locally sourced food
- ❖ ECF paper
- ❖ Wood free pencils
- ❖ Glass bottled water
- ❖ E-invite



The Luxury of Sleep



Name: Adam Stevens Age: 43 Designation: CEO

Time: 11.26 p.m. Place: ITC Maurya, New Delhi

“I can give you all the bells and whistles but if I haven’t invested in giving you good sleep, I have no reason to be in business” -Nakul Anand



VIGNETTES OF
Responsible ACTIONS
ITC Hotels

ITC's JOURNEY

It is the only enterprise in the world of comparable size to have achieved and sustained the three major global distinctions:

**Water
Positive**



16 years in a row

**Solid Waste
Recycling Positive**



11 years in a row

**Carbon
Positive**

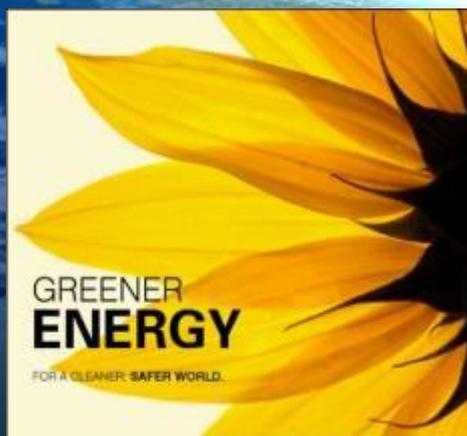
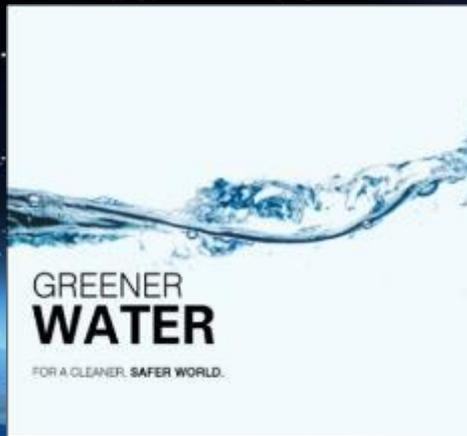


13 years in a row

ITC HOTELS – ‘First on Earth’



‘Greenest **Luxury** Hotel Chain in the World’



The maximum **LEED** Platinum certified Hotels in the world are from **ITC's Hotels (14 nos)**



Responsible FOOTPRINT



Off-setting carbon emissions equivalent to the carbon footprint created by travelling across the globe more than 1200 times!



Responsible ENERGY...

60% of the total electrical energy demand met through renewable sources; Wind and Solar

The energy we produce through Wind farms is **sufficient to light up a 1400 km stretch of highway, for a year.**



ENERGY

...Responsible ENERGY

The **hot water** generated through **solar energy** can address the average hot water needs of over **6000 families**



Responsible CONSUMPTION



Reduction in water consumption by 50%, over the last 5 years.

In addition, all its waste water is treated and re-cycled generating enough to **irrigate 65000 trees**, aiding in **sequestering** approximately **13000 tonnes of CO2**.



WATER

Responsible DISPOSAL



Almost **100%** of the **solid waste** is either **reused** or **recycled** through our recycling programmes.

...Responsible SOURCING



More than **50%** of the paper, stationery and wood is either **FSC certified**, sourced **locally** or **recycled**

...Responsible ACTIONS



WelcomLab

- » A state of the art **HACCP** accredited Food laboratory; A systematic, preventive approach to food safety, for cuisine hygiene.
- » All ITC Hotels accredited with **ISO 22000** certification

...Responsible ACTIONS

WelcomHeritage

Preserving and showcasing the rich and varied heritage of India

Responsible Rewards

❖ A **‘Green at Heart’** loyalty recognition programme:

❖ Enabling paperless records - E-statements

❖ All account details accessible online

❖ Redemption requests through email

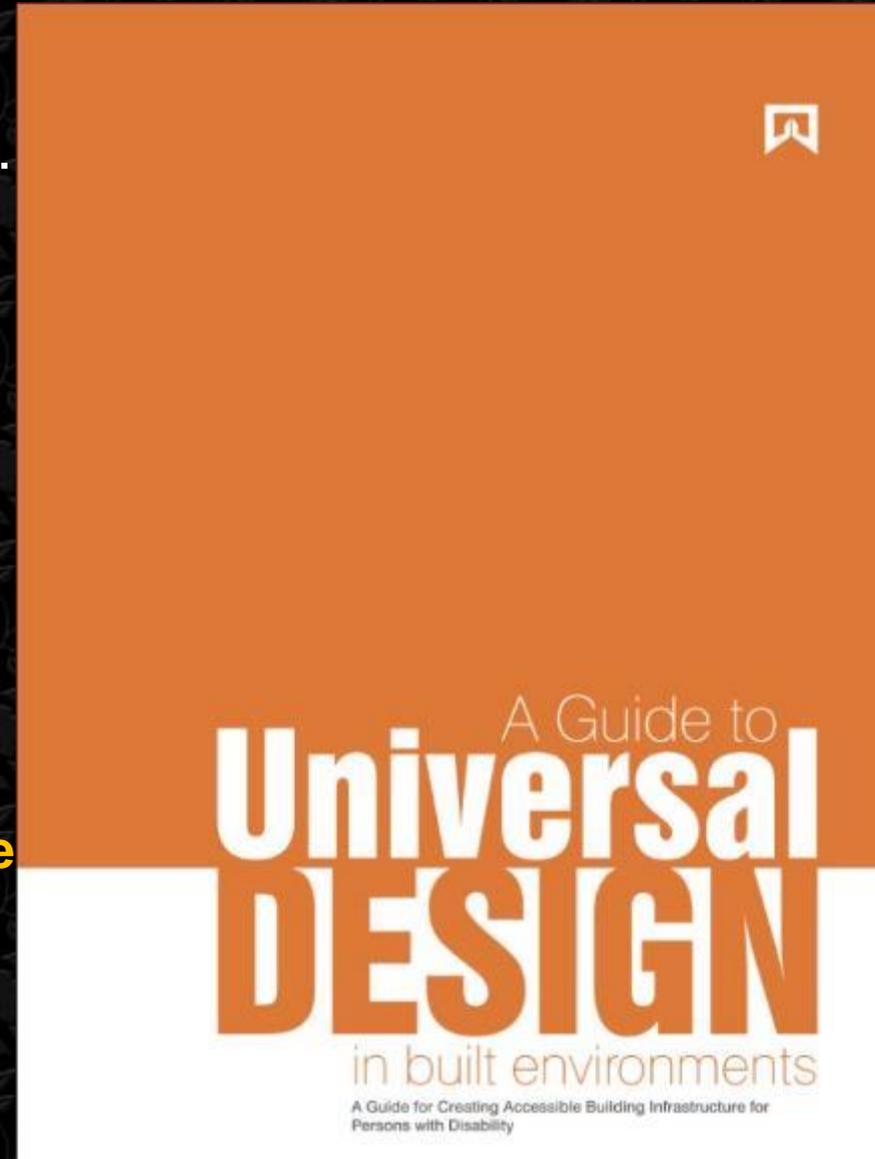
❖ Enabling guests to donate their accumulated points as **‘Green Points’** to support **‘Mission Sunhera Kal’** - ITC’s rural development programme



Beyond 'Green'...

Building Socio-Efficiency

- ❖ 51 point questionnaire '**eco rating**' for **schools** - developed for the government. Now emulated by NGOs and companies like CSE, TERI, NDPL and others.
- ❖ Eco '**e-toolkits**' for different **stakeholders** to download and use.
- ❖ '**Greening of the supply chain**'; A Responsible kit for any Small and Medium Enterprise to emulate.
- ❖ A Hand book on how to **employ 'People with Disabilities'**
- ❖ '**Universal Design**'; a hand book available to download for making infrastructure '**Barrier-Free**'



Beyond 'Green'

WelcomJawans - Creating livelihoods for retired Army officers



Beyond 'Green' ...

Eco-Sensitised Associates



Reach out and
BUILD LIVES

Take Charge. Take Individual Social Responsibility.

WHY
We all know our rights, but we also have responsibilities. When we are privileged to have resources at our command and the freedom to use them as we will, it becomes our individual social responsibility to see that we use our resources to add value to the lives of the people who work in our community.

WHO
Cooks, domestic help, drivers, watchmen, delivery boys and the less-privileged service providers in our community can benefit from our individual social responsibility.

HOW
• Help them open a bank account. • Assist them in getting a PAN card, voter card. • Inform them of medical facilities they can avail of for free or at a low cost. • Inform them of emergency phone numbers e.g. ambulance, water supply, counselling. • Keep them updated on government schemes they can avail of e.g. scholarships, incentives to start a business. • Teach them basic skills – how to use a computer, how to sign. • Take time out to teach their children and help their children get admission into school. • Provide information on vocational training courses, workshops or evening classes. • Inform them of their rights – for example, the right to education, as well as other constitutional rights: right to equality, freedom of speech, right to freedom from exploitation, right to freedom of religion and the right to constitutional remedies. • Encourage volunteering: set an example and volunteer to organise workshops in your own community and others. • Promote civic awareness – spread the importance of being responsible to the environment, conserving water, recycling materials and limiting the use of plastic and packaging.

ITC-WELCOM GROUP
Creating jobs and wealth.

Our PLEDGE:

- » I Pledge to **Conserve Energy** to preserve **Mother Earth.**
- » I Pledge to **Preserve Natural Resources**
- » I Pledge to **Use Bio-degradable Materials**
- » I Pledge to offer our guests the **Experience of Responsible Luxury**

WelcomArt

Showcasing India, promoting aspiring artistes



'EVA'

Bespoke Stays catering to the single lady traveller



“Charm lies in Pursuit, not in Possession”

“Luxury brands must remain in perpetual motion by continuously inflating the luxury value of the brand...

To counteract the inevitable gravitation pull from class to mass”

“What one generation sees as a Luxury, the next sees as a necessity”

-Anthony Crosland



'Responsible Future'

Great hotels in the making...

Designed for “**Zero solid waste & Zero waste water discharge**” status

The tallest building of Kolkata raising around 30 floors & 500+ rooms in a colonial style, commanding view of the entire city. Would reflect the magnificence of the “**British Raj**”

ITC Royal Bengal, Kolkata



Great hotels in the making...

“ITC One Colombo One” Hotel & Residences will be pursuing **LEED Platinum** certification, making it among the highest LEED-rated hotels in Sri Lanka, and a very recognizable extension of “**Responsible Luxury**” pledge.

“Inspired by the Sri Lankan local culture, history and vernacular architecture.”

The project is comprised of 354-key hotel, a 137-unit luxury residence tower, banquet hall facilities, retail, and full-service office space



ITC One Colombo One - Sri Lanka



“With ‘Responsible Luxury’ at our core,

ITC’s Hotels’ business endeavours to continue to make a meaningful contribution to the overall economic development of the country in multiple ways while enriching the tourism landscape of the country. We believe that business can and must play a role. Therefore we have consciously moved from a single dimension of financial value creation to a triple bottom line philosophy of creating value that encompasses the economic, environmental and social dimension.”

“No power on earth can stop an idea whose time has come”

Luxury with Responsibility

is an idea whose time has come

» Today the 'Responsible Luxury' ISB case study features prominently on Harvard Business Publishing



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CASES

ITC Hotels: Designing Responsible Luxury

Professor Tonya Boone, Nalin Kant Srivastava, Arohini Narain

Teaching Note

Educator Copy

Publication Date: Jun 30, 2013 Product number: ISB016-PDF-ENG English PDF

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[English Hardcopy, Black & White](#)

English PDF \$ 6.95

DESCRIPTION

The case documents the ambitious and revolutionary journey that ITC Hotels undertook to create, execute, and implement the novel concept of 'Responsible Luxury'.

ITC's hotel division successfully implemented several structure and process-oriented drivers of sustainability by leveraging its dominant position among India's luxury hotels, financial might and overall group commitment to sustainability. These design restructuring efforts resulted in eight of ITC's luxury hotels being awarded LEED (Leadership in Energy and Environmental Design) Platinum ratings, making the ITC Hotel chain the 'greenest luxury hotel chain in the world'. The case provides an overview of the process that ITC Hotels adopted for designing luxury responsibly. It also describes the various challenges and issues that contributed to the management's decision to retrofit eight existing properties and launch ITC Gardenia along LEED guidelines to attain Platinum ratings. The case is set against the backdrop of a meeting at which Nakul Anand, Executive Director, ITC Limited, and his top management team are discussing the possibility of retrofitting eight of ITC's existing luxury hotels along LEED Platinum rating parameters. In order to make ITC Hotels the world's greenest luxury hotel chain, they know that not only will they have to design their future properties along LEED guidelines to attain Platinum ratings, but will also have to remodel the structural design, systems and processes at their other luxury brand hotels in India. Since the 1980s, ITC Hotels had tailored their service and product offerings around environmental concerns such as water recycling, energy conservation and waste management. However, these efforts had to be significantly scaled up to meet the strict standards of LEED. This scale-up involved significant costs, operational redesign and revamping of the organizational culture. Given these challenges, Anand and his team are faced with the question: Should they or should they not retrofit the existing properties?

Learning Objective:

*Identify critical components in an organization's strategic and operational frameworks that facilitate development of systems and structural designs that address environmental concerns, are customer-oriented and profitable. *Understand how to develop capabilities to facilitate sustainable operations in the luxury hotels industry. *Develop a viable and sustainable business that considers the challenges and risks



Thank You



ITC HOTELS

RESPONSIBLE LUXURY

