



ITC HOTELS

RESPONSIBLE LUXURY



The well known global eco challenges



- Population
- Climate change
- Deforestation
- Disruption of clean water
- Soil security



Initiatives of ITC



ITC : An Exemplar in Triple Bottom Line Performance

Economic



Powering growth with multiple business drivers

Diversified multi-business conglomerate spanning FMCG, Hotels, Paperboards & Packaging, Agri Business and Information Technology



\$ 7 billion turnover

\$ 33 billion market capitalisation



Total shareholder returns of 26% per annum



26,000 employees

ITC Group provides direct employment to more than 26,000 people



Initiatives of ITC



Triple Bottom Line Performance

Environment



Water Positive:
9 years in a row



Carbon Positive:
6 consecutive years



Solid Waste Recycling Positive:
For the last 4 years



LEED Platinum Rating

All ITC premium luxury Hotels are LEED Platinum certified



1,16,000 hectares greened

ITC's Social and Farm Forestry initiative has greened over 1,16,000 hectares

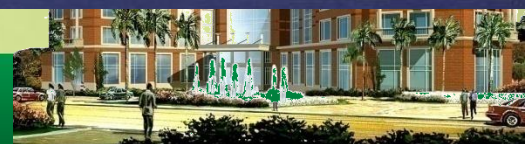
35% renewable energy

More than 35% of ITC's total energy consumption is from renewable sources



Irrigating 70,000 hectares

ITC's Watershed Development initiative brings precious water to nearly 70,000 hectares of moisture-stressed areas



Intiatives of ITC



Social



Creating 5 million sustainable livelihoods



Empowering 4 million farmers

ITC's globally acknowledged e-Choupal initiative is the world's largest rural digital infrastructure benefitting over 4 million farmers



Creating Community Assets

Strengthening the agri production base of nearly 4 lakh farmers



Creating 52 million person-days of employment

ITC's Social and Farm Forestry initiative has created over 52 million person-days of employment

38,000 sustainable livelihoods for rural women

Animal husbandry services to 5,00,000 milch animals

Educating 2,80,000 children



Humble initiatives of ITC Hotels ITC green centre 2005



ITC Green Centre, Gurgaon, India





GREEN DESIGN

Design and construction practices that significantly reduce or eliminate the negative impact of buildings on the environment and occupants.

Broadly classified in five areas:

- Energy efficiency and renewable energy
- Indoor environmental quality
- Conservation of materials and resources
- Safeguarding water and water efficiency
- Sustainable site planning



ITC Gardenia Platinum LEED Hotel- operating with wind energy



Welcome To Responsible Luxury



Presenting ITC Royal Gardenia.
Where we take care of nature so that it takes care of you.

THE WORLD'S LARGEST AND ASIA'S FIRST LEED® PLATINUM RATED HOTEL
(LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN)



THE
ROYAL GARDENIA
BENGALURU

A LUXURY COLLECTION HOTEL

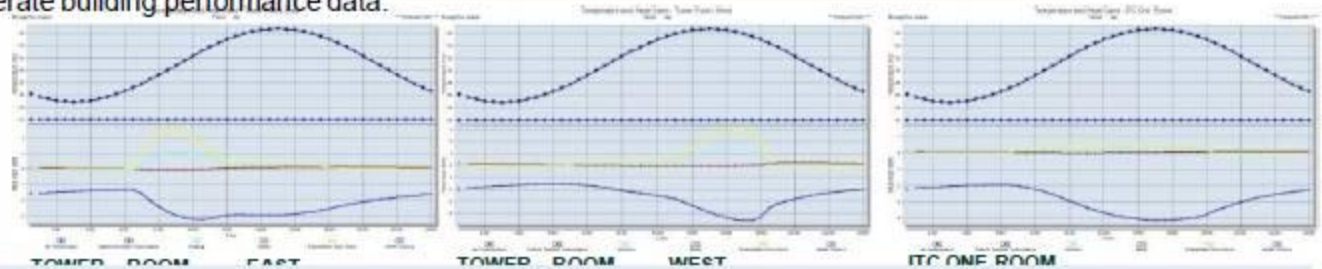
1, Residency Road, Bengaluru 560025 Tel: 080 221
www.itcwelcomegroup.in

For reservations, contact the hotel or your travel agent.
ITC Green

Energy and Atmosphere



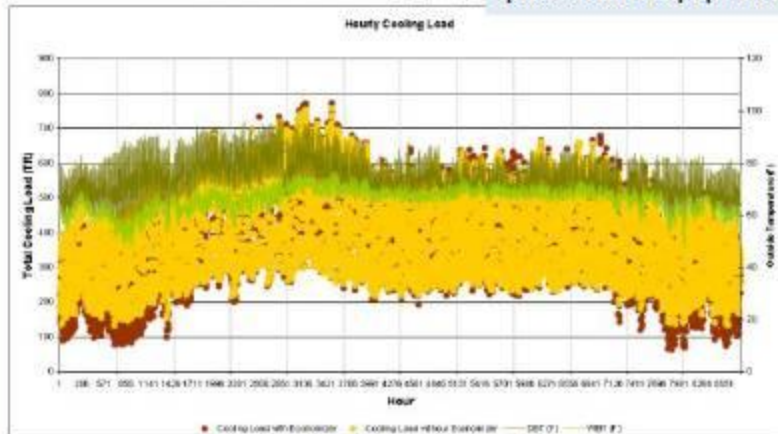
- The ITC Hotel, The Royal Gardenia building was modeled based on the schematic architectural plans and the inputs from the services consultants during the design stage of the project. HVAC sizing was done using Design builder Software. This uses the Energy Plus dynamic simulation engine to generate building performance data.



- Heat load calculations were done for a single Typical ITC one room and Tower room and for different orientations. These rooms are highlighted in the typical floor plan. Temperature & Heat gains for the typical rooms are shown in the above graphs.



- The building was analysed using hourly energy simulation software to analyse various options for improving the energy efficiency and optimizing the chiller load. Detailed occupancy pattern and equipment load profiles were developed.



HOURLY COOLING LOAD COMPARISON WITH & WITHOUT OA

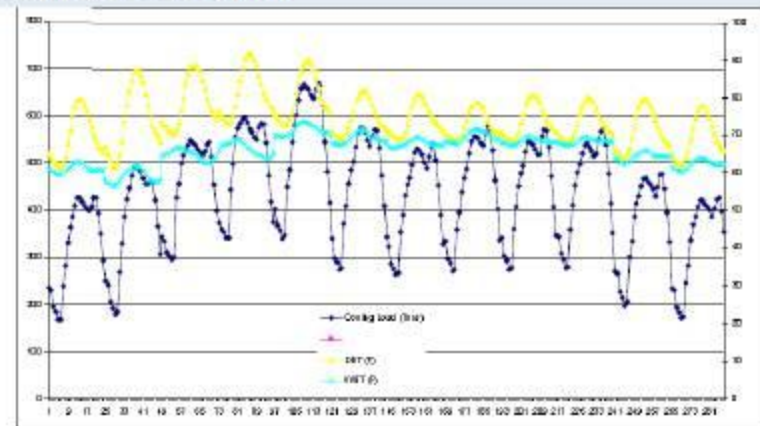


Figure 11 Monthly Average Hourly Chiller Load Profiles (TR) (Source: Design builder software and economic)

HOURLY CHILLER LOAD PROFILES



ITC Green Centre, Gurgaon, India





Vertical Gardens at The Cubbon Pavilion, 24 Hours Coffee Shop

Tree Transplantation During Construction Stage



From a acorn to a “shrub” 2000



Solar concentrator ITC Maurya now in ITC Gardenia too



ITC Gardenia- one of the many accolades



• National Ecotourism Award 2011-2012



Thank you



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