

## Renewed Brand Portfolio

We are continuously working to bring innovative products that combine quality with affordability.

In the last 6 years, we have successfully upgraded the brand portfolio with multiple first-to-market innovations. Our robust brand portfolio now caters to

needs of diverse adult smoker groups across socio-economic strata. **Our portfolio can be broadly divided into New Age Brands (NABs) and Growth Heritage Brands (GHBs).**

### NEW-AGE BRANDS

Launched in 2015 with innovation as the central theme, they have altered industry landscape and are successfully catering to changing adult smoker preferences.

#### Total

*Fastest growing brand in the last 5 years*

2nd brand in the market with a near pan-Indian presence



#### Editions

*VST's 1<sup>st</sup> successful king-size brand*

Strong presence in South India



### GROWTH HERITAGE BRANDS

Our legacy brands have strong regional presence catering to adult smokers in heartland India.

#### Charms

*A generational brand*

Multi-regional presence



#### Special

*Catering to local sensibilities*

Strong presence in the East



#### Moments

*Relatively newer addition to portfolio*

Strong presence in North India



### BRAND SUCCESS STORIES

#### Total

In a span of 5 years, Total has achieved the rare distinction of becoming the most successful brand in the industry in the last 35 years. Annual consumer spends on Total are in excess of ₹ 2000 Crores a testimony to brand's growing stature.



**#1**

Capsule brand

**5<sup>th</sup>**

Largest brand in India (in terms of volumes)

#### Charms

Charms is an iconic, multi-generational brand with 'quality satisfaction' at its core. Charms successfully caters to local tastes and preference with strong presence in all leading states of East, South and North-East. Annual consumer spends have registered a strong growth and are currently ₹ 1150 Crores a 20% increase vis-à-vis 2015.



**40 years**  
Of legacy

**8<sup>th</sup> largest**  
Largest Indian brand (in terms of volumes)