

Strategic Priorities

At VST, we devise our strategies with a view to enhance long-term value creation for all our stakeholders. In response to the market trends, we regularly modify these strategies to make the most of opportunities, while effectively managing risks.

INNOVATION

The VST ecosystem is geared to deliver unmatched experience to adult smokers. We actively collaborate with the best consumer and technical specialists to develop a robust product pipeline. Our relentless focus on innovation is the critical factor behind the Company's success in the last five years which entail some key achievements like

- Pioneered capsule segment in India
- Successful Introduction of Indian flavours : Anise , Saffron



DEVELOPING STRONG BRANDS

Building world-class Indian brands has been one of our key strengths. We have built numerous brands, including 2 of top 10 cigarette brands in India and numerous iconic brands. We continue building new brands with 'launch fast, fail fast' model to increase the probability of success.

- New-age customers have an open mindset and are willing to try beyond legacy brands
- Brands connecting with local tastes and preferences make their mark in the regional markets
- Success with relatively new brands, such as Total, Editions, and Zaafran have been encouraging



EXPANDING GEOGRAPHIC FOOTPRINT

We focus on enhancing our footprint by going deeper into existing geographies and foraying into newer markets.

- Expanding our presence as a leading tobacco player
- Balanced investments across our existing and high-potential markets



SUSTAINABLE BUSINESS

At VST, we are committed to enhance the value we create for our stakeholders, the community, and the planet. This is ensured through responsible conduct of business, which prioritises long-term value over short-term opportunities.

*Please refer to **Page 26** for details on our social and governance initiatives*

