NEWS | ALLIED INDUSTRY

ITC sets up Rs 150 crores COVID contingency fund

ITC has geared its value-chain to lend support to the Government in its efforts to fight this threat to the people of India.

By **Manbeena Chawla** | April 2, 2020



itc-sets-up-rs-150-crores-covid-contingency-fund

> WordPress post #10613

This fund will be utilised primarily to provide relief to the vulnerable

ITC has geared its value-chain to lend support to the Government in its efforts to fight this threat to the people of India.

Over the past few weeks several initiatives have been implemented in response to the crisis. ITC is setting up a Contingency Fund of Rs 150 crore to address and manage the challenges arising out of this adversity.

This fund will be utilised primarily to provide relief to the vulnerable and most needy sections of society who have been harshly impacted by the pandemic and have faced significant disruption in their livelihoods.

In addition, the fund will collaborate with District Authorities to provide assistance to the district health and rural healthcare eco-system that reaches out to the weakest sections of society.

Further, it is also envisaged that the resources under this fund will be channelised towards the protection and well-being of the ground forces who are doing commendable work to reach medicines, groceries, other essential goods, sourcing of agri-commodities and so on for people across the country during the lockdown, by providing protective personal gear and hygiene products to such frontline warriors.

Read online: https://nuffoodsspectrum.in/news/30/15739/itc-sets-up-rs-150-crores-covid-contingency-fund.html
© 2026 NUFFOODS Spectrum. All rights reserved.