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ELECRAMA
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 20-21 February, 2023
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ITC HOTELS
 RESPONSIBLE LUXURY



A Success Story
“Responsible Luxury”

HC Vinayaka
 VP Technical, EHS & Sustainability
 ITC Hotels



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ITC'S HOTEL GROUP



OVER
115
 HOTELS

OVER
80
 DESTINATIONS

SIX
 DISTINCT
 BRANDS

OVER
11,000
 ROOMS

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“RESPONSIBLE LUXURY”

Paving Way for a New Era in Global Hospitality

- Blending **Luxury with Sustainability** in a business conventionally known as indulgent.
- Choosing either/or was not an option.
- ‘Responsible Luxury’ challenging the paradigm that these two could not co-exist

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

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ITC HOTELS - TRAILBLAZER IN SUSTAINABILITY



**23 LEED
 Platinum
 Certified
 properties
 first-of-its-
 kind in the
 world**

**World's First
 TEN LEED
 Zero-Carbon
 Certified
 Hotels**

**Surpassed 2030
 sectoral
 emission
 targets set as
 per COP 21
 consecutively
 for 2 years.**

Emissions (KgCO₂e)

ITC Hotels (Current Level)	63 Per Room Night	77 Per Sqm
Target - COP 21 (2030)	65 Per Room Night	129 Per Sqm

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Renewable Energy

- Over **57%** of electricity consumption is through renewable sources.
- Renewable Energy generated annually is enough to **light up a Highway from North to South of India for a year.**

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Water Conservation



- Reduced significant **freshwater consumption** over the last few years.
- Entire wastewater is treated/ recycled – Equivalent to **irrigating 100 Thousand trees, sequestering 95 Thousand tonnes of CO₂ appx**

Water Conservation



- **Atmospheric Water Generator (AWG)** installed at select hotels **extracts water from atmospheric moisture** in air and it is used as potable water.



Waste Mitigation

3R's – Reduce, Reuse & Recycle

Recycling more than 99% of Solid
Waste Generated

1. Segregation of waste at source
2. Quantifying & measuring food waste from different outlets (restaurants, banquets, cafeteria etc.) for sensitization
3. Usage of spent oil for soap / detergent & biodiesel generation
4. Treatment of food waste / organic waste for other useful purposes – OWC & Biomethanation



Bio-Methanation Plant



Organic Waste Converter

Waste Mitigation

3R's – Reduce, Reuse & Recycle



SINGLE USE PLASTIC **Eliminating 2.5 Lakh Kg Annually**

- **15 Million** plastic water bottles
- **1.5 Million** straws
- **0.8 Million** stirrers
- **Room Plastic Amenities**



Sustainable & Efficient Operations



57% RE Utilization for Hotels



Paraboloid Solar Concentrator

Sustainable & Efficient Operations



**RE Operated Electrical Boiler
(Fuel Switch, Zero Emissions)**



**RE Powered Electrical Laundry Equipments
(Fuel Switch, Efficient Operations)**

Sustainable & Efficient Operations



EC Motors
(Savings: 14% - 15%)



Heat Pump
(Utilization of Waste Heat)



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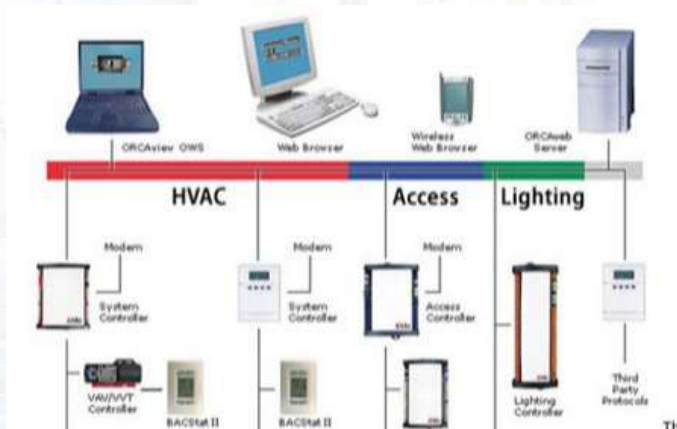


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Sustainable & Efficient Operations



IBMS System
 (AI Based Real Time Control)



Energy Efficient Air Conditioning
 / Chillers



Responsible Luxury Culinary Initiatives

SUSTAINABLE & NUTRITIONAL GASTRONOMY AT ITC HOTELS



Responsible Luxury Culinary Initiatives



Local Love is a selection of **local favorites** sourced by our **'Food Sherpas'** (Chefs) in each hotel.

Our Sherpas are committed to **preserve, celebrate and share local culinary heritage, lesser known cooking techniques and indigenous ingredients** of the region.

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Responsible Luxury Culinary Initiatives

WELCOMSMEAL



A dining experience created for **single diners**

LOCAVORE WelcomSthalika



Every region across India has its own take on the Thali or Sthalika.



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Responsible Luxury Culinary Initiatives



Thou Shall Not Overfish!

CHOOSE WISELY

-  Over fished. Think again!
-  Under threat. But there's better.
-  Choose Wise. Go for it!

ITC Hotels is India's first participant in WWF's 'Choose Wisely' Programme – aimed at promoting informed choices on fish consumption.

Incorporating a visual mnemonic to our Menus.

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Responsible Luxury Culinary Initiatives




**ONE
BITE**
wonder

Inspired Appetizer Flights

This signature Chef crafted offering showcases
reimagined appetizers:

Nutritious, Right-sized & Eco-Conscious

HC Vinayaka



» Today the 'Responsible Luxury' ISB case study features prominently on Harvard Business Publishing and this case study is taught at HBS

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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

Discipline: Operations Management

Source: Indian School of Business

Product number: ISB016-PDF-ENG

Length: 17p

English PDF

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



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Thank You

For discussions/suggestions/queries email: hc.vinayaka@itchotels.in