

INTRODUCING



*We*Assure

ITC Hotels' commitment towards health, hygiene
& a safe environment

ITC Hotels launches **WeAssure** – a first of its kind health, hygiene, and safety initiative. In collaboration with medical professionals and disinfection experts, **WeAssure** enhances the existing hygiene & cleaning protocols across all ITC Hotels addressing every facet of operations. The promise of delightful experiences embedded in Responsible Luxury is enriched by clinical level hygiene standards to enjoy unparalleled comfort with peace of mind



DNV GL Business Assurance, one of the world's leading certification bodies that helps businesses assure the performance of their organization is evaluating a model, built around the three pillars of - **Health, Hygiene and Safety**, which will help ITC Hotels achieve higher levels of maturity around all facets of operations.

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Benchmarking clinically clean standards.

ITC Hotels is working towards an accreditation process by **NABH** to enhance existing procedures and controls, thereby conforming to hospital level hygiene standards.

National Accreditation Board for Hospitals & Healthcare Providers (NABH) is one of the leading standards organisation for sanitation, hygiene, safety and infection control practices.

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ITC Hotels in partnership with **Savlon**, integrates Savlon's trusted know-how in germ protection towards bringing thought leadership in the **WeAssure** program

Savlon, from the House of ITC, has been one of the most trusted hygiene brands in homes and hospitals. Starting out with antiseptic liquid, Savlon has gained repute for effectiveness in germ protection and its gentle action on skin.

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Safeguarding the wellbeing of all ITC Hotels associates continues to be of paramount importance.

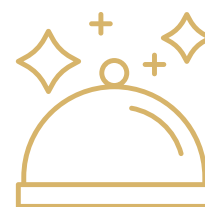
Specially curated training & learning programmes- 'Conduct & Precautions for Personal, Social & Work places'

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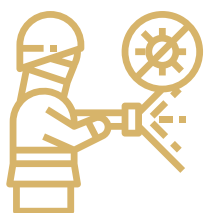
RE-ENGINEERED PROCESSES AND SERVICE DESIGN



Re-engineered guest experiences with zero contact/ minimal associate engagement



Sanitised cutlery, crockery & tableware supported with **digital ordering & e-payment** solutions



Advanced & stringent **deep-cleaning protocols**



Remodelled hotel layout to **support safe distancing**

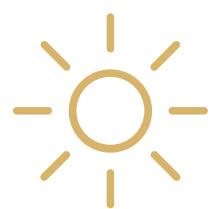


Sanitised rooms

& more!

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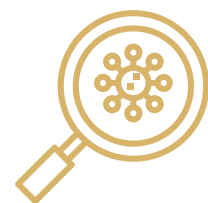
STATE-OF-THE-ART TECHNOLOGY AND ADVANCED DISINFECTANTS



UV sanitisation



Ozonisers



Advanced disinfectants
for long-lasting protection



ISO 22000
certified facilities
with microbiology
lab

& more!

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“Delivering world-class luxury experiences which address the needs of wellbeing and safety through responsible practices which are in harmony with the environment and society”



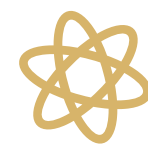
All ITC Hotels are LEED Platinum certified. (Leadership in Energy and Environmental Design)



Myriads of cuisine programmes supporting the wellbeing of guests and local communities



Renewable energy powering 57% of electrical needs | Water consumption reduced by 50% over the last 5 years | Single-use plastic free operations



Enhanced indoor air quality, sleep programme, radiation harmonisers and more for overall wellbeing

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