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Contact: John R. Polito
john@whyquit.com
01 (843) 797-3234

ITC sustainability award for India's million smoking deaths

by [John R. Polito](#)

India is home to 12% of the world's smokers (120 million), nearly one million annual smoking related deaths, and arguably the world's most brazen tobacco company, ITC Limited.

ITC Ltd was originally known as Imperial Tobacco Company and then India Tobacco Company. But name changes cannot hide the fact that [82 percent](#) of 2012-13 ITC profits came from cigarette sales. Nor can it hide British American Tobacco's [30% ownership](#) of ITC.

ITC's website [boasts](#), "ITC is the market leader in cigarettes in India. With its wide range of invaluable brands, ITC has a leadership position in every segment of the market. ITC's highly popular portfolio of brands includes Insignia, India Kings, Lucky Strike, Classic, Gold Flake, Navy Cut, Players, Scissors, Capstan, Berkeley, Bristol, Flake, Silk Cut, Duke & Royal."



Question: How many millions of lives did ITC corporate greed kill during 100 "inspiring" years? Why is it permitted inside India's schools? Click image for higher resolution.

"Invaluable" brands? "Highly popular"? What ITC website visitors are not told is that smoking nicotine is [highly addictive](#), that [80-90 percent](#) of all lung cancers are attributable to smoking, or that 40-50 percent of ITC's nicotine addicts smoke themselves to death, with up to one-quarter dying during middle-age.

ITC sells [80 percent](#) of India's cigarettes. Reflect on the hypocrisy of ITC's campaign to become India's award winning environmentally friendly corporate [sustainability](#) champion, while also being the #1 corporate killer of Mumbai, Delhi, Bangalore, Hyderabad, Ahmedabad, Chennai, Kolkata, Surat, Pune and Jaipur inhabitants.

A master at smoke-screens, it gets worse.

ITC is [sponsoring](#) India's national Spelling Bee. ITC is doing so using its "Classmate" (school notebooks) product line. ITC launched its Classmate product line in 2003, the same year cigarette advertising was banned in India.

Clearly, both the Classmate product line and a cigarette company sponsoring a [national spelling bee](#) are intended to inspire student trust and confidence in ITC, the exact opposite lesson from what India's students should be learning.

Correct lessons would be that 37% of India's children have experimented with smoking by age 10, that the mean age of smoking initiation is 12, and that the vast majority of newly addicted ITC smokers are children and teens.

ITC's corporate logo appears on [every Classmate notebook sold](#). Daily exposure to it burns corporate trust and loyalty [archetype subconscious imprinting](#) into the student's mind, imprinting that may remain with them for life. ITC knows that students will eventually discover that their trusted school supplies provider also sells cigarettes. It knows that a deep sense



A spoof image by Dr. Pankaj Chaturvedi mocking India's 2014 Classmate national spelling bee sponsored by ITC. Click image for a higher resolution copy.

of corporate trust will eventually increase the odds of the adolescent experimenting with ITC cigarette brands.

The correct lesson is that India expects [1.5 million](#) annual tobacco related deaths by 2020, and that the maker of Classmate notebooks, ITC, is a "real" drug pusher that has been made rich through chemical addiction to smoked nicotine; that ITC is an ethicless entity selling a weapon of mass destruction.

A correct lesson would be that while ITC Chairman Deveshwar has done a masterful job wrapping ITC in the finest clean technology in the world, what he cannot do is wash from ITC's hands the blood of the millions and millions of Indians ITC's cigarettes have killed over the past 102 years.



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Mr. Deveshwar knows that one million India smokers are not smoking themselves to death each year because they are stupid. He knows that they do so because their brain dopamine pathways were taken hostage by nicotine, assigning nicotine use the [same priority](#) as they assign to eating food.

Mr. Deveshwar knows but keeps hidden the fact that nicotine addiction is "real" drug addiction, that the wanting, urges and craves felt by the nicotine addict flow from the same dopamine pathways as the wanting felt by the alcoholic, heroin, cocaine or methamphetamine addict.

A responsible and friendly corporation? Hogwash. Key warnings such as smoking being addictive or causing cancer are conveniently missing from ITC's website. Unlike ITC, Marlboro's maker Philip Morris International [does not hide](#) the fact that it is in the [nicotine addiction business](#) or that getting hooked often proves deadly.

At a minimum, an honest ITC would bifurcate its corporate structure so that its non-nicotine activities and corporate management were totally independent from its drug addiction business. At a minimum, ITC would teach children and teenagers that smoking nicotine is [highly addictive](#), that studies have found that smoking [just once or twice](#) can cause the onset of urges that rob a teenager of the free-will and autonomy to turn and walk away, and not smoke nicotine again.

As for smoking cessation, is it coincidence that ITC announced in [October 2013](#) that it would begin selling nicotine gum, when findings from a [July](#)

[2013 U.S. Gallup Poll](#) suggested that nicotine gum is a [quitting fraud](#)? That poll found that after 30 years on the market and billions spent advertising nicotine gum, that only 1 in 100 U.S. ex-smokers credited it for their success. Truth is, it is impossible for the brain to adjust to functioning without nicotine while it continues to arrive.

Is it coincidence that ITC's Wills cigarette brand logo was used in creating its Wills Lifestyle clothing line and store signs? And is it chance that [Players is both](#) an ITC cigarette brand and a youth fashion clothing line? Is it simply coincidence that India's #1 nicotine addiction peddler wants a daily presence, and a trust and confidence image, inside every school in India?



Click image to enlarge

Please help spread the word. Tying students, their notebooks, clothing, spelling bees and trust to a nation's leading cigarette company is intolerable in a civilized society.

I, John R. Polito, am solely responsible for the content of this article. Any factual error will be immediately corrected upon receipt of credible authority in support of the writer's contention. E-mail comments to john@whyquit.com

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- [Marlboro "Maybe" Archetype Ad Campaign - October 29, 2013](#) - Is Philip Morris International (PMI) currently toying with neuronal definition imprinting within a child's subconscious mind? View 45 Marlboro "Maybe" ads and contrast the lessons being taught to a 1991 Philip Morris study entitled the "Archetype Project."
- [Marlboro maker's report ignores youth addiction - October 22, 2013](#) - Article reviews how Philip Morris International's 2012 Annual Report ignores discussing PMI's core business, nicotine addiction, or the fact that the vast

- majority of new regular customers were addicted children and teens.
- [Student Warning: nicotine addiction can be quick and permanent](#), September 2013 - If someone offers you nicotine, they are not a friend. Friends don't enslave friends.
 - [100 Reasons Why CVS Should Stop Selling Cigarettes](#), May 20, 2011 - On February 5, 2014 CVS became the first U.S. pharmacy to announce that it will no longer sell cigarettes.
 - [Philip Morris revises "Raising kids who don't smoke" - December 5, 2005](#) - Why parents wanting to teach their child or teen the unabridged truth about smoking might be wise to select a teacher other than Philip Morris USA.
 - [Philip Morris' "Could your kid be smoking?" - August 8, 2005](#) - A critical review of Philip Morris USA's third sixteen-page youth smoking prevention brochure entitled, Could your kid be smoking?
 - [Latina Magazine - Enslaving & Killing Hispanic Females - 2005](#) - Thirty-one percent of Latina teens report current cigarette use. This article explores how Latina magazine is teaching young Hispanic girls in search of adult role models that to be cool, meet guys, stay thin, have fun, make friends or experience pleasure, that they need to smoke nicotine, preferably mentholated.
 - [Understanding Philip Morris's pursuit of US government regulation of tobacco](#), McDaniel, PA, et al, Tobacco Control, Volume 14, Number 3, Pages 193-200, June 2005 (link to free full text article).
 - [Time Inc. Tobacco Ads Trap & Harvest Teens in School](#) - February 2005 - U.S. tobacco industry using Time, Inc. to place tobacco marketing into schools.
 - [Is NASCAR in the Teen Fan Drug Addiction Business? - 2002](#) - Key to ending outrageous tobacco industry marketing practices and tactics is to attack them directly.
 - [Philip Morris' Mission Exploration Project - June 27, 2000](#) - A 140 page PDF file outlining Philip Morris USA's plan for, in part, transforming itself into a highly respected nicotine pharmaceutical company, the same vision [RJ Reynolds had in 1972](#).
 - [Philip Morris' Archetype Project - August 20, 1991](#) - A 16 page PDF file detailing what Philip Morris USA learned from its archetype sessions about imprinting smoking upon the neuronal pathways of a child's brain.

Learn More About Smart Turkey Quitting

- [WhyQuit.com](#) - WhyQuit is the Internet's oldest forum devoted to the art, science and psychology of cold turkey quitting, the stop smoking method used by the vast majority of all successful long-term ex-smokers. Left to right, WhyQuit is organized under three headings: (1) Motivation, (2) Education and (3)



Support.

- **["Never Take Another Puff"](#)** - Imagine a free 149 page stop smoking ebook that's registered more than 4 million downloads and was written by a man who has devoted 40 years, full-time to helping smokers quit. Never Take Another Puff (NTAP) was authored by Joel Spitzer, the Internet's leading authority on how to stop smoking cold turkey. It is an insightful collection of almost 100 articles on every cessation topic imaginable.
- **["Freedom from Nicotine - The Journey Home"](#)** - Written by John R. Polito, a former 30-year heavy smoker and WhyQuit's 1999 founder, Freedom from Nicotine (FFN) is a free nicotine dependency recovery book that documents the science underlying nicotine dependency and successful cessation. Whether hooked on cigarettes, e-cigarettes (e-cigs), bidis, kreteks, a pipe, hookah or cigars, on dip, chew, snuff or snus, or on the nicotine gum, lozenge, spray, inhaler or patch, FFN provides a comprehensive yet easy to follow road-map to freedom from nicotine.
- **[Turkeyville](#)** - Visit Turkeyville, Facebook's most popular quit smoking support group. The group's primary focus is the first few days and helping new quitters get started. Yes you can!
- **[Joel's Library](#)** - Joel's Library is home to Joel Spitzer's "Daily Quitting Lesson Guide." The Guide walks new quitters through the first two weeks of smoking cessation, recommending daily videos to watch and articles to read. Joel's Library is also home to more than 100 original short stop smoking articles, to his free ebook Never Take Another Puff, and to his collection of more than 200 video stop smoking lessons.
- **[Nicotine Addiction 101](#)** - WhyQuit's guide to understanding nicotine dependency.
- **[Freedom](#)** - Looking for a deadly serious and highly focused education oriented support group? Home to Joel Spitzer, Freedom is the Internet's only 100% nicotine-free peer messageboard support forum. Explore Freedom's hundreds of thousands of archived member posts on how to quit smoking.
- **[Nicotine Cessation Topic Index](#)** - An alphabetical subject matter index to hundreds of nicotine cessation support group discussions, article and videos.
- **[40 Quitting Tips](#)** - Key cold turkey nicotine cessation tips on how to stop smoking, vaping, chewing or sucking nicotine into your body and bloodstream.



Knowledge is a Quitting Method!

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