

ITC Launches Ultra Mintz, Redefining Everyday Freshness with Premium Sugar-Free Mint Experience

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ITC Ltd. has announced the launch of Ultra Mintz, a premium, sugar-free mint offering that strengthens its presence in the confectionery category. Developed to cater to evolving consumer preferences for sophisticated, on-the-go refreshment, Ultra Mintz delivers a refined and lasting mint experience through a combination of elevated taste and contemporary design.

Speaking about the launch, Subash Balar, Vice President and Business Head ?? Chocolates, Coffee and Confectionery & NCD, Foods Division, ITC Ltd, said, " We are witnessing growing demand for premium adult confectionery that combines convenience, quality, and great product experience. Ultra Mintz has been developed to address this opportunity, bringing together world-class quality mints in a pocketable format to deliver a refined and elevated experience. The launch reflects our commitment to expanding into high-growth segments and creating innovative products that resonate with evolving consumer lifestyles."

Available in two variants: Strong Peppermint and Sensational Strawberry, Ultra Mintz combines bold, refreshing flavours and a tin that feels subtle, suave and sophisticated. Whether it is a moment between meetings, after a meal, or while on the move, the product offers a convenient way to stay refreshed and confident throughout the day.