

For Your Information

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Making a killing

This is the cricket season and what better way to spend February than to be at the grounds or in front of your TV watching the World Cup. Just a thought to mull over, the next time you see the ad for the Wills World Cup:

ITC pays approximately Rs53 crore for the sponsorship of the World Cup. And to make this payment of Rs53 crore out of its profits, the company would require to make sales of about 530 crore cigarettes (Rs1 per stick). It is estimated that a dying smoker has smoked, on an average, 100,000 cigarettes (10 cigarettes per day for 25 years) and that one of every two such smokers has died because of smoking. In other words, one person dies for every 200,000 cigarettes smoked. Thus, to recover the modest cost of the sponsorship of the World Cup, Wills would have to kill 26,500 people!

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