**ITC Limited**
Virginia House
37 J. L. Nehru Road
Kolkata 700 071, India
Tel. : 91 33 2288 9371
Fax : 91 33 2288 4016 / 1256 / 2259 / 2260

Enduring Value

11th May, 2019

The Manager
Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza,
Plot No. C-1, G Block
Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051

The General Manager
Dept. of Corporate Services
BSE Ltd.
P. J. Towers
Dalal Street
Mumbai 400 001

The Secretary
The Calcutta Stock Exchange Ltd.
7, Lyons Range
Kolkata 700 001

Dear Sirs,

**Passing away of Mr. Y. C. Deveshwar - Chairman, ITC Limited**

We write to advise with deep regret of the demise of Mr. Y. C. Deveshwar, Chairman and Non-Executive Director of the Company, this morning.

Mr. Deveshwar was first appointed as an Executive Director on 11th April, 1984 and became Chairman effective 1st April, 1996. He thereafter was appointed as Chairman in non-executive capacity with effect from 5th February, 2017.

A copy of the Media Release on the subject is enclosed.

Yours faithfully,
ITC Limited

(R. K. Singhi)
Executive Vice President &
Company Secretary

Encl: as above

Enduring Value

cc: Securities Exchange Commission
Division of Corporate Finance
Office of International Corporate Finance
Mail Stop 3-9
450 Fifth Street
Washington DC 20549
U.S.A.

cc: Societe de la Bourse de Luxembourg
35A Boulevard Joseph II
L-1840 Luxembourg

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# Media Release

May 11, 2019

Statement from Mr Sanjiv Puri, MD, ITC Ltd

We deeply mourn the passing away of Mr Y C Deveshwar, Chairman ITC. In this hour of profound grief and sorrow, we recall with respect and pride the legendary stewardship he provided to ITC over two decades as its Chairman. Inspired by a patriotic fervour, manifest in his clarion call of 'Lets Put India First', he led ITC's strategic thrust to create an exemplary Indian enterprise dedicated to serving national priorities. Conferred the Padma Bhushan by the Government of India for his outstanding service to the nation, Mr Deveshwar passionately championed the cause for sustainable and inclusive growth and the transformative role businesses could play in creating larger societal value. This vision drove ITC to pursue business models that today supports over 6 million livelihoods, many amongst the weakest in society.

Spearheading a journey of stellar growth that led the Harvard Business Review to rank him the 7th Best Performing CEO in the world, his leadership transformed ITC into a valuable and admired multi business conglomerate with a robust portfolio of front-ranking businesses in FMCG, Hotels, Paperboards & Paper, Packaging and Agri-Business. His Vision to make societal value creation a bedrock of corporate strategy also led ITC to become a global exemplar in sustainability and the only company in the world to be carbon positive, water positive and solid waste positive for over a decade.

His superordinate vision to build an exemplary Indian enterprise, to serve national priorities, create the businesses of tomorrow, impeccable values and personal integrity, the width and depth of his strategic thinking and his compassionate conduct of business will continue to inspire us in the journey ahead. In this hour of immense sadness, our hearts go out to his family, wife Mrs Bharti Deveshwar, children Gaurav and Garima and to their families to whom we offer our sincerest condolences.

Sanjiv Puri

Managing Director, ITC Limited