



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

25th August, 2016

National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G- Block
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051

Kind attn.: Ms. Dhaneshwari Chenani, Assistant Manager – Listing Compliance

Dear Madam,

**Clarification on New Articles – “ITC moves Court Against Britannia for
‘Copying’ Biscuit Packaging”**

This refers to your e-mail on the subject, received on 24th August, 2016.

In connection with the same, we would advise that ITC Limited (the Company) has filed a suit against Britannia Industries Limited (Britannia) before the Delhi High Court as Britannia has copied the trade dress and colour combination of ITC's 'Sunfeast Farmlite Digestive ALL GOOD' biscuit packages for its 'Britannia Nutrigochoice Digestive Zero' biscuit packages. The case was filed by the Company on 20th August, 2016 and will be coming up for hearing on 31st August, 2016.

We would also advise that the above event is not likely to impact the operations / performance of the Company, as envisaged under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and is not a material event / information requiring intimation to the Stock Exchanges in terms of the Company's Policy for determination of materiality of events and information for disclosure to the Stock Exchanges.

Yours faithfully,
ITC Limited

(A. Prasad)
Deputy Secretary

25th August, 2016

National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G- Block
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051

Kind attn.: Ms. Dhaneshwari Chenani, Assistant Manager – Listing Compliance

Dear Madam,

**Clarification on New Articles – “ITC moves Court Against Britannia for
‘Copying’ Biscuit Packaging”**

This refers to your e-mail on the subject, received on 24th August, 2016.

In connection with the same, we would advise that ITC Limited (the Company) has filed a suit against Britannia Industries Limited (Britannia) before the Delhi High Court as Britannia has copied the trade dress and colour combination of ITC's 'Sunfeast Farmlite Digestive ALL GOOD' biscuit packages for its 'Britannia Nutrigo Digestive Zero' biscuit packages. The case was filed by the Company on 20th August, 2016 and will be coming up for hearing on 31st August, 2016.

We would also advise that the above event is not likely to impact the operations / performance of the Company, as envisaged under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and is not a material event / information requiring intimation to the Stock Exchanges in terms of the Company's Policy for determination of materiality of events and information for disclosure to the Stock Exchanges.

Yours faithfully,
ITC Limited

(A. Prasad)
Deputy Secretary