



ITC Limited
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9th December, 2014

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (E)
Mumbai – 400 051

Kind attn.: Mr. Amit Phatak, Assistant Manager, Listing Compliance

Dear Sir,

Clarification on The Economic Times News item
– “ITC Lines Up Rs.1K cr Dairy & Juice Biz Foray”

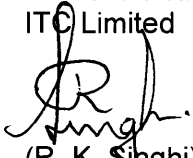
This refers to your e-mail dated 9th December, 2014 on the subject.

We write to advise that the Company's Foods Division, as part of its business portfolio, launches various value added variants to augment its product range. Entry into the 'Dairy' and 'Juices' category are some of such initiatives.

We would also advise that the news item under reference seems to paraphrase what has been covered in the Speech delivered by the Chairman at the Hundred and Third Annual General Meeting of the Company held in July 2014 and news reports published in various newspapers. The Chairman's Speech referred to is in the public domain and copy thereof was also submitted to the Stock Exchanges vide our letter dated 31st July, 2014.

While on the subject, we understand that under Clause 36 of the Listing Agreement listed companies are required to advise the Stock Exchanges of 'material events'; the proposed initiatives referred to in the news item may impact the operations / performance of the Company materially only in the long term.

Yours faithfully,
ITC Limited


(R. K. Singhi)
Sr. Deputy Secretary