ITC Limited
Virginia House
37 J. L. Nehru Road
Kolkata 700 071, India
Tel.: +91 33 22889371, 22889900
Fax: +91 33 22882256/2257/2259/2260

Enduring Value

23rd February, 2015

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.
1st floor, New Trading Ring
Rotunda Building
P. J. Towers
Dalal Street, Fort
Mumbai 400 001

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

Dear Sirs,

Sale of Assets of M/s. Blue Coast Hotels Ltd.

We write to advise that IFCI Ltd. have informed us vide letter dated 23rd February, 2015 that the Company has been declared as the highest / successful bidder for Park Hyatt Hotel located at 263-C Arossim, Cansaulim, Goa along with land and built up area of the hotel together with all buildings and structures and plant & machineries. The aforesaid assets of M/s. Blue Coast Hotels Ltd. were put up on sale today by IFCI Ltd. through public auction under the provisions of the Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act, 2002.

Yours faithfully,
ITC Limited

(B. B. Chatterjee)
Executive Vice President &
Company Secretary



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