



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

9<sup>th</sup> October, 2016

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.  
1<sup>st</sup> 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,

**Re.: Divestment of 100% Equity stake in King Maker Marketing, Inc., USA**

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we write to advise that the Corporate Management Committee has approved divestment of Company's entire shareholding (204 Shares of Common Stock with no par value) in King Maker Marketing, Inc., USA, a wholly owned subsidiary, along with assignment of certain trademarks owned by the Company, pursuant to the authority given by the Board of Directors of the Company. An agreement for this purpose has been entered into on 8th October, 2016, the consummation of which is subject to regulatory approvals and customary closing conditions.

The details of divestment are given in the **Annexure**, and upon completion of the divestment, King Maker Marketing, Inc., USA. would cease to be a subsidiary of the Company.

Yours faithfully,  
ITC Limited

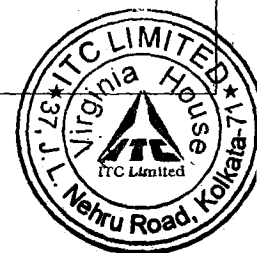
(R. K. Singhi)  
Sr. Deputy Secretary

Enclosed: a/a



**Annexure**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Disclosures</b>
1.	<b>Date on which the agreement for sale has been entered into</b>	October 8, 2016
2.	<b>Expected date of completion of sale</b>	By November 30, 2016
3.	<b>Consideration received</b>	The consideration to be received is estimated around US\$24 million in terms of the share purchase agreement and subject to regulatory approvals and customary closing conditions.
4.	<b>Brief details of buyers</b>	Premier Manufacturing, Inc., USA
5.	<b>Whether any of the buyers belong to the promoter / promoter group / group companies</b>	No
6.	<b>Whether the transaction would fall within related party transactions? If yes, whether the same is done at arm's length</b>	No





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