



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

24th August, 2015

BSE Limited
25th Floor, P. J. Towers
Dalal Street, Fort
Mumbai 400 001

Kind attn.: Ms. Dhara Barot, Assistant Manager, Listing Compliance

Dear Madam,

News Clarification – “UP FDA says excess lead found in some ITC noodles, pasta”

This refers to your e-mail on the subject, received on 24th August, 2015.

We write to advise that the Company has not received any communication from the U.P. Government authorities on this issue. Stories such as this can be misleading and only help create suspicion and mistrust in the minds of the consumer. This will not only damage the brand but also severely impact industry as a whole and future investment for the economy.

The Company manufactures Sunfeast YIPPeel noodles and pasta to the highest standards of safety and quality. We rigorously and regularly test our product for all parameters including heavy metals both in our in-house National Accreditation Board for Testing and Calibration Laboratories (NABL) accredited laboratory at the ITC Life Sciences and Technology Centre, Bengaluru, and external NABL accredited and Food Safety and Standards Authority of India (FSSAI) approved laboratories.

It would be pertinent to note that the Company has in the recent past carried out tests of a large number of samples of Sunfeast YIPPeel noodles and pasta both internally and externally at NABL-accredited FSSAI-approved laboratories, and have found that all the samples conformed to the Food Safety Regulations.

Yours faithfully,
ITC Limited



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