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Registered Office

Virginia House

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Telephone : 91 33 2288 9371

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23rd September, 2010

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 Dy. General Manager
Corporate Relationship Dept.
Bombay Stock Exchange 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

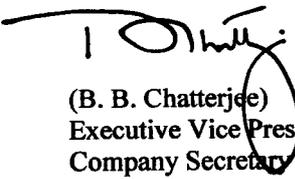
Dear Sirs,

Allotment of Shares under the Company's Employee Stock Option Schemes

In terms of the Listing Agreement we write to advise that the Company on 23rd September, 2010 has issued and allotted 1,19,00,240 Ordinary Shares of Re.1/- each, upon exercise of 11,90,024 Options by Optionees under the Company's Employee Stock Option Schemes.

Consequently, with effect from 23rd September, 2010, the Issued and Subscribed Share Capital of the Company stands increased to Rs.767,73,65,560/- divided into 767,73,65,560 Ordinary Shares of Re.1/- each.

Yours faithfully,
ITC Limited


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


9/29



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
11 Avenue de la Porte - Neuve
L-2227 Luxembourg.