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Cigarette-to-hospitality major ITC may buy the de-merged cigarette division of Kolkata-based RDB Industries in a deal worth Rs 300-350 crore. "ITC is in talks with RDB for buying the recently de-merged cigarette division. This is the second attempt made by ITC to buy the loss-making division of RDB. In fiscal 2007, ITC quoted Rs 250 crore for the brands and plant which was rejected by RDB management," a source.