

IRSA INVESTMENTS & REPRESENTATIONS INC  
Form 6-K  
July 19, 2017  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K  
REPORT OF FOREIGN ISSUER  
PURSUANT TO RULE 13a-16 OR 15b-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934

For the month of July, 2017

IRSA Inversiones y Representaciones Sociedad Anónima  
(Exact name of Registrant as specified in its charter)

IRSA Investments and Representations Inc.  
(Translation of registrant's name into English)

Republic of Argentina  
(Jurisdiction of incorporation or organization)

Bolívar 108  
(C1066AAB)  
Buenos Aires, Argentina  
(Address of principal executive offices)

Form 20-F                      Form 40-F  
Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby  
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes                      No

IRSA INVERSIONES Y REPRESENTACIONES SOCIEDAD ANÓNIMA  
(THE "COMPANY")

REPORT ON FORM 6-K



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Attached is the English translation of the summary of the letter dated July 19, 2017, filed by the Company with the Bolsa de Comercio de Buenos Aires and the Comisión Nacional de Valores.

By letter dated July 19, 2017, the company reported that, through a subsidiary, has sold to a non-related third party a land reserve of approximately 6,905 sqm in P. Ramón Castillo avenue corner Antartida Argentina avenue, in the Retiro neighborhood of the City of Buenos Aires.

This land reserve was owned by BAICOM Networks S.A., indirectly controlled by IRSA in a 50%.

The amount of the transaction was USD 14,000,000 (Dollars fourteen million) (USD 7 million corresponding to IRSA), which have already been fully paid.



SIGNATURES

Pursuant to the requirements of the Securities and Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized, in the city of Buenos Aires, Argentina.

IRSA Inversiones y Representaciones Sociedad Anónima

By: /S/ Saúl Zang

Name: Saúl Zang

Title: Responsible of relationship with the markets

Dated: July 19, 2017