

Ref: No. ABCL/SD/MUM/2022-23/FEBRUARY/13

28 February 2023

BSE LimitedPhiroze Jeejeebhoy Towers, Dalal
Street,
Mumbai 400 001**Scrip Code: 540691****Scrip ID: ABCAPITAL****National Stock Exchange of India Ltd**Exchange Plaza, 5th Floor,
Plot. C/1, G-Block,
Bandra-Kurla Complex,
Bandra (East),
Mumbai 400 051**Symbol: ABCAPITAL**

Dear Sir/ Madam,

Sub: Intimation under Regulation 30 SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Pursuant to Regulation 30 of the SEBI Listing Regulations, please find attached a press release titled 'Aditya Birla Capital Limited collaborates with NPCI to develop and promote digital payments'.

The above is for your information, records and dissemination please.

Thanking you,

Yours sincerely,

For Aditya Birla Capital Limited

Amber Gupta**Company Secretary & Compliance Officer****Encl.: As above****Cc:****Luxembourg Stock Exchange**Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg**Citi Bank N.A.**Custodial Services
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Bandra (East), Mumbai 400 051**Citi Bank N.A.**Depositary Receipt Services
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NY 10013**Listing Agent**Banque Internationale à Luxembourg SA
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Grand Duchy of Luxembourg**Aditya Birla Capital Ltd.**One World Centre, Tower 1, 18th Floor, Jupiter Mill Compound,
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Aditya Birla Capital Limited collaborates with NPCI to develop and promote digital payments

Mumbai, February 28, 2023

Aditya Birla Capital Ltd (ABCL), the holding company for the financial services businesses of the Aditya Birla Group (“Aditya Birla Capital”) announced its collaboration with National Payments Corporation of India (NPCI) to develop and promote digital payment methods through subsidiaries to its customers.

This collaboration marks entry of Aditya Birla Capital into payments space through its operating subsidiaries and envisages faster adoption of the new technologies in collaboration with NPCI and its subsidiaries with an objective to promote digital payments.

Mr. Pankaj Gadgil, Head Digital Platforms and Analytics, Aditya Birla Capital “We are delighted to partner with NPCI to offer a complete set of digital payment options to our customers. It is our intention to offer a comprehensive suite of financial solutions to our customers and the digital payment solutions is a significant addition to the financial services portfolio offerings. This gets us closer to becoming a one stop shop for all finance needs of our customers. We will create distinctive propositions for existing customers of Aditya Birla Capital and also focus on acquiring new customers from market. Given the group’s focus on building presence across products, we foresee a huge potential to target the requirements of untapped customers. Our foray into digital Payments in partnership with NPCI will give us the competitive edge to offer a frictionless digital payment experience to our customers”

Ms. Praveena Rai, Chief Operating Officer at NPCI, said, “NPCI has always looked to expand the digital payments universe and bring more and more netizens/ citizens into it. For us, it has always been about seamless, simple digital payments experience to all of India and beyond. As Aditya Birla Capital embarks on their journey into payments, the partnership enables both of us to leverage each other’s strengths and expertise to create value and enhance the overall customer experience. This shall bring all of the offerings of Aditya Birla Capital and its subsidiaries together, driving access to financial services and financial inclusion.”

About Aditya Birla Capital Limited

ABCL is the holding company for the financial services businesses of the Aditya Birla Group. With subsidiaries/JVs that have a strong presence across Protecting, Investing and Financing solutions, ABCL is a financial solutions group that caters to diverse needs of its customers across their life cycle. Powered with more than 34,000 employees, the businesses of ABCL have a nationwide reach with over 1200 branches, more than 2,00,000 agents/channel partners and several bank partners.

Aditya Birla Capital Limited is a part of the Aditya Birla Group, in the league of Fortune 500. Anchored by an extraordinary force of over 140,000 employees, belonging to 100 nationalities, the Aditya Birla Group operates in 36 countries across the globe.

About NPCI

NPCI was incorporated in 2008 as an umbrella organization for operating retail payments and settlement systems in India. NPCI has created a robust payment and settlement infrastructure in the country. It has changed the way payments are made in India through a bouquet of retail payment products such as RuPay card, Immediate Payment Service (IMPS), Unified Payments Interface (UPI), Bharat Interface for Money (BHIM), BHIM Aadhaar, National Electronic Toll Collection (NETC FasTag) and Bharat BillPay.

NPCI is focused on bringing innovations in the retail payment systems through the use of technology and is relentlessly working to transform India into a digital economy. It is facilitating secure payment solutions with nationwide accessibility at minimal cost in furtherance of India's aspiration to be a fully digital society.

***Disclaimer:** Certain statements in this "Media Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, on the basis of any subsequent development, information or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*

Aditya Birla Capital Limited

Corporate Identity Number L67120GJ2007PLC058890

Regd. Office: Indian Rayon Compound, Veraval 362 266 (Gujarat)

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