

Ref: SECTL/2025 - 46

March 28, 2025

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East)
MUMBAI - 400 051

Scrip Code: BSE - 532974

NSE - BIRLAMONEY

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

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to announce the launch of our new Web trading Platform in line with the Mobile App ELEVATE. The Web trading Platform (ELEVATE) shall be live from March 31, 2025, for all the customers of the Company. ELEVATE is a comprehensive, next-generation solution designed to offer a seamless, intuitive, and highly efficient trading experience for all the users.

A summary of the ELEVATE (Web trading platform & Mobile App) is mentioned hereunder:

1. The launch of new web trading platform ELEVATE is going to replace ABTrade and ABTradelite. Details of the new web trading platform will be available on the website of the Company <https://stocksandsecurities.adityabirlacapital.com/>. The web trading platform shall be live w.e.f. March 31, 2025.
2. The new web portal and app is equipped with modern technology architecture built to handle peak loads so that there is minimal downtime during market hours.
3. ELEVATE offers customers to invest in Stocks, Mutual Funds, IPO, ETFs, Derivatives, Commodity and many more.
4. The existing trading apps Mobile Invest and Tradelite of the Company shall be discontinued w.e.f. March 31, 2025, and the new app and web platform will provide seamless trading experience to all our customers. They are equipped with all the required functionalities like onboarding, login with 2FA, real time watchlist data, swift order placement, easy funds transfer through multiple payment modes, market data, live positions and holdings data.
5. Existing users from Mobile Invest will be seamlessly migrated to the new Elevate app through marketing communications and handholding and after which ELEVATE will be the sole trading app for all Aditya Birla Money users.

You are requested to take the above information on record.

Thanking you,

Yours faithfully,

For **Aditya Birla Money Limited,**

Manisha Lakhotia
Company Secretary & Compliance Officer
Membership No. A46126

Aditya Birla Money Limited

Sai Sagar, 2nd & 3rd Floor, Plot No. M-7,

Thiru-Vi-Ka (SIDCO) Industrial Estate, Guindy, Chennai - 600 032

Tel: +91 44 4949 0000 | Fax: +91 44 2250 1095 | care.stocksandsecurities@adityabirlacapital.com

www.stocksandsecurities.adityabirlacapital.com

CIN: L65993GJ1995PLC064810

Registered Office:

Indian Rayon Compound,
Veraval, Gujarat - 362 266