

ADITYA BIRLA MONEY



Ref : SECTL/2011 - 005

January 19, 2011

Mr. Gopalkrishnan Iyer
GM, DCS-CRD
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
MUMBAI - 400 001

Fax # 022-22723121/ 22722037
22722041/ 22723719
22722039/ 22722061

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

Fax # 022-26598237/38

Mr. Sampath Kumar
The Madras Stock Exchange Limited
Exchange Building
11, Second Line Beach
CHENNAI - 600 001

Fax # 044-25244897

Dear Sirs,

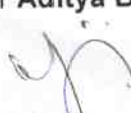
Sub : Clause 41 of the Listing Agreement
Scrip Code: BSE - 532974 ; NSE - BIRLA MONEY

Enclosed please find un-audited Financial Results of the Company for the Quarter ended December 31, 2010 approved by the Board of Directors of the Company at its meeting held today.

The above is for your information and record.

Thanking you,

Yours faithfully,
For **Aditya Birla Money Limited**,


S. Balaji
Company Secretary

Encl.: as above



ADITYA BIRLA MONEY LIMITED

(Formerly known as Apollo Sindhoori Capital Investments Limited)

Corporate & Regd. Office: All Towers, No. 55 Greaves Road, Chennai 600 006. Tel.: +91-44-3919 0002/3 Fax: +91-44-2829 0835. Website: www.adityabirlamoney.com

ADITYA BIRLA MONEY LIMITED

55, Greaves Road, Chennai 600 006

Aditya Birla Money


UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 31st DECEMBER 2010 (In Rs. Lakhs)

STANDALONE					PARTICULARS	CONSOLIDATED				
Quarter Ended 31.12.2010	Quarter Ended 31.12.2009	Nine Months Ended 31.12.2010	Nine Months Ended 31.12.2009	Year ended 31.03.2010 (Audited)		Quarter Ended 31.12.2010	Quarter Ended 31.12.2009	Nine Months Ended 31.12.2010	Nine Months Ended 31.12.2009	Year ended 31.03.2010 (Audited)
2,212.45	2,456.40	8,144.84	7,435.59	9,746.79	1 a. Income From Operations	2,558.20	3,034.45	9,236.90	8,492.04	11,237.08
-	-	-	-	-	2. Expenditure	-	-	-	-	-
-	-	-	-	-	a. (Increase)/Decrease in Stock in Trade and Work in Progress	4.02	(10.44)	(18.92)	(12.33)	9.96
-	-	-	-	-	b. Purchase of Traded Goods	50.48	73.28	93.45	126.95	178.16
901.36	619.42	2,535.53	1,770.32	2,355.81	c. Employee Cost	984.75	665.96	2,680.78	1,914.37	2,513.70
179.65	138.45	517.74	427.88	567.44	d. Depreciation	188.82	146.60	544.18	452.50	600.69
853.49	563.31	2,336.72	2,014.21	2,647.36	e. Management Fee - Business associates	750.08	856.63	2,782.10	2,383.68	3,174.79
1,051.04	711.49	2,612.12	1,994.21	2,714.00	f. Other Expenditure	1,233.62	740.71	2,871.65	2,085.62	2,822.56
2,985.54	2,032.67	8,002.11	6,206.62	8,284.61	g. Total	3,211.77	2,472.72	8,953.24	8,950.79	9,299.86
(773.08)	423.73	142.73	1,228.97	1,462.18	3. Profit from operations before other income & interest (1-2)	(653.57)	561.73	283.66	1,541.25	1,937.22
31.63	87.62	785.95	219.11	351.96	4. Other Income	81.17	97.48	889.59	256.61	399.08
(741.45)	511.35	928.68	1,448.08	1,814.14	5. Profit from operations before interest (3+4)	(572.40)	659.21	1,173.25	1,797.86	2,336.30
133.65	55.05	454.31	178.44	261.39	6. Interest	142.87	58.81	471.27	193.58	263.98
(875.10)	456.30	474.37	1,269.64	1,552.75	7. Profit after interest but before Exceptional items (5-6)	(715.27)	600.40	701.98	1,604.28	2,052.32
0.00	0.00	(815.48)	0.00	0.00	8. Exceptional Items	(0.00)	0.00	(815.48)	0.00	0.00
(875.10)	456.30	(341.11)	1,269.64	1,552.75	9. Profit/(loss) from ordinary activities before tax (7+8)	(715.27)	600.40	(113.50)	1,604.28	2,052.32
(288.61)	166.00	(164.61)	491.00	605.06	10. Tax Expenses	(235.00)	214.47	(69.00)	606.80	783.99
(586.49)	280.30	(176.50)	778.64	947.69	11. Net Profit/(loss) for the period (9-10)	(480.27)	385.93	(24.50)	997.48	1,268.33
554.00	554.00	554.00	554.00	554.00	12. Paid-up Equity Share Capital of Re1/- Each	554.00	554.00	554.00	554.00	554.00
-	-	-	-	4,938.15	13. Reserves Excluding Revaluation Reserves as per the balance sheet of previous accounting year.	-	-	-	-	5,190.96
(1.06)	0.52	(0.32)	1.41	1.71	14. Earnings Per share (Rs.) - Basic & Diluted EPS for the period and for the previous year (not annualised)	(0.87)	0.70	(0.04)	1.80	2.29
13,850,000	13,296,000	13,850,000	13,296,000	13,850,000	15. Public Shareholding - Number of Shares - Percentage of Shareholding	13,850,000	13,296,000	13,850,000	13,296,000	13,850,000
25%	24%	25%	24%	25%		25%	24%	25%	24%	25%
-	-	-	-	-	16. Promoters and Promoter Group Shareholding a) Pledged / Encumbered - Number of Shares - Percentage of shares (as a % of the total shareholding of promoter and promoter group) - Percentage of shares (as a % of the total share capital of the company)	-	-	-	-	-
-	-	-	-	-	b) Non - encumbered - Number of Shares - Percentage of shares (as a % of the total shareholding of promoter and promoter group) - Percentage of shares (as a % of the total share capital of the company)	-	-	-	-	-
41,550,000	42,104,000	41,550,000	42,104,000	41,550,000		41,550,000	42,104,000	41,550,000	42,104,000	41,550,000
100%	100%	100%	100%	100%		100%	100%	100%	100%	100%
75%	76%	75%	76%	75%		75%	76%	75%	76%	75%

NOTES:

1. The above results were reviewed by the Audit Committee and approved by the Board of Directors at its meeting on January 19, 2011.
2. The statutory Auditors of the company has carried out "Limited Review" of the Unaudited standalone and consolidated Financial Results for the quarter ended December 31, 2010 as required under Clause 41 of the Listing Agreement.

3. The Company is operating in a single segment viz "Broking" and hence no segment disclosures have been made.
4. Status of Investor Complaints for Quarter ended December 31, 2010

Opening	Received	Resolved	Pending
Nil	Nil	Nil	Nil

5. Previous period/year figures have been regrouped or reclassified wherever necessary.

By Order of the Board
For Aditya Birla Money Ltd.

Pankaj Razdan
Director
Place: Chennai
D: January 19, 2011



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