

ADITYA BIRLA MONEY



Ref : SECTL/2011 - 018

April 21, 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 Audited Financial Results of the Company for the year ended 31st March 2011 taken on record 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

Registered Office: Indian Rayon Compound, Veraval, Gujarat 362 266.

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

ADITYA BIRLA MONEY LIMITED

Regd. Office: Indian Rayon Compound, Veraval - 362 266, Gujarat
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Aditya Birla Money

FINANCIAL RESULTS FOR THE QUARTER ENDED & YEAR ENDED 31ST MARCH 2011 (RS IN LAKHS)

STANDALONE				PARTICULARS	CONSOLIDATED			
Quarter Ended 31.03.2011	Quarter Ended 31.03.2010	Year Ended 31.03.2011 (Audited)	Year Ended 31.03.2010 (Audited)		Quarter Ended 31.03.2011	Quarter Ended 31.03.2010	Year Ended 31.03.2011 (Audited)	Year Ended 31.03.2010 (Audited)
1,745.16	2,311.20	9,890.00	9,827.86	1. Income From Operations	2,191.38	2,745.04	11,428.28	11,316.16
-	-	-	-	2. Expenditure	-	-	-	-
-	-	-	-	a. (Increase)/Decrease in Stock in Trade and Work in Progress	18.92	22.30	-	9.96
-	-	-	-	b. Purchase of Traded Goods	59.63	51.21	153.08	178.16
810.52	565.49	3,346.05	2,355.81	c. Employee Cost	1,001.17	569.33	3,661.95	2,355.81
198.29	139.56	716.03	597.44	d. Depreciation	206.00	146.19	750.18	600.69
430.99	457.15	2,767.71	2,728.45	e. Payout to Business Partners	600.49	495.11	3,382.59	3,255.88
1,234.48	895.79	3,546.60	2,714.00	f. Other Expenditure	1,352.28	1,062.94	4,223.93	2,980.44
2,674.26	2,077.99	10,676.39	8,365.70	g. Total	3,239.49	2,349.08	12,191.73	9,380.94
(929.12)	233.21	(766.39)	1,462.18	3. Profit/(Loss) from operations before Other Income & Interest (1-2)	(1,047.11)	395.96	(763.45)	1,937.22
35.97	132.85	821.92	351.96	4. Other Income	84.38	142.47	973.97	399.08
(893.15)	396.06	35.53	1,814.14	5. Profit/(Loss) from operations before interest (3+4)	(962.73)	538.43	210.52	2,336.30
126.16	92.95	580.49	261.39	6. Interest	133.53	90.40	604.80	283.98
(1,019.33)	263.11	(544.96)	1,552.75	7. Profit/(Loss) after interest but before Exceptional Items (5-6)	(1,096.26)	448.03	(394.28)	2,052.32
-	-	(815.48)	-	8. Exceptional Items	-	-	(815.48)	-
(1,019.33)	263.11	(1,360.44)	1,552.75	9. Profit/(Loss) from ordinary activities before Tax (7+8)	(1,096.26)	448.03	(1,209.76)	2,052.32
(250.17)	114.08	(414.78)	605.06	10. Tax Expenses	(277.01)	177.18	(366.01)	783.99
(769.16)	169.05	(945.66)	947.69	11. Net Profit/(Loss) for the period (9-10)	(819.25)	270.85	(843.75)	1,268.33
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
-	-	5,192.48	4,938.15	13. Reserves Excluding Revaluation Reserves as per the Balance Sheet	-	-	5,547.21	5,190.96
(1.39)	0.51	(1.71)	1.71	14. Earnings Per Share (Rs.)	(1.48)	0.49	(1.52)	2.29
-	-	-	-	- Basic & Diluted EPS for the year	-	-	-	-
13,850,000	13,850,000	13,850,000	13,850,000	15. Public Shareholding	13,850,000	13,850,000	13,850,000	13,850,000
25%	25%	25%	25%	- Number of Shares	25%	25%	25%	25%
-	-	-	-	- Percentage of Shareholding	-	-	-	-
-	-	-	-	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)	-	-	-	-
41,550,000	41,550,000	41,550,000	41,550,000	b) Non - encumbered	41,550,000	41,550,000	41,550,000	41,550,000
100%	100%	100%	100%	- Number of Shares	100%	100%	100%	100%
75%	75%	75%	75%	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	75%	75%	75%	75%
-	-	-	-	- Percentage of shares (as a % of the total share capital of the company)	-	-	-	-

DISCLOSURE OF STATEMENT OF ASSETS & LIABILITIES (RS IN LAKHS)

STANDALONE		PARTICULARS	CONSOLIDATED	
As at 31.03.2011	As at 31.03.2010		As at 31.03.2011	As at 31.03.2010
1,354.00	554.00	SHARE HOLDERS' FUNDS	1,354.00	554.00
5,192.48	4,938.15	(a) Share Capital	5,547.21	5,190.96
-	-	(b) Reserves & Surplus	-	-
2,492.65	500.00	LOAN FUNDS	2,492.67	500.00
119.99	3,430.55	(a) Secured Loan	142.75	3,430.55
-	524.77	(b) Unsecured Loans	-	567.52
9,159.15	9,957.47	Deferred Tax Liabilities	9,536.63	10,243.03
4,278.01	3,582.74	FIXED ASSETS	4,382.85	3,715.28
1,200.66	200.76	INVESTMENTS	1,000.66	0.76
-	-	CURRENT ASSETS, LOANS & ADVANCES	-	-
3,611.67	7,329.86	(a) Inventories	3,661.97	7,433.50
3,251.30	7,696.51	(b) Sundry Debtors	7,047.70	9,131.52
4,766.26	3,877.20	(c) Cash & Bank Balances	5,058.26	5,682.44
7,897.84	12,543.56	(d) Loans & Advances	11,583.70	15,534.44
50.92	186.03	Less: Current Liabilities & Provisions	50.92	186.03
9,159.15	9,957.47	(a) Current Liabilities	-	-
-	-	(b) Provisions	-	-
-	-	Total	-	-

NOTES:

- The above results were reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on April 21, 2011.
- The Standalone and Consolidated Financial Results for the year ended March 31, 2011 were audited by the Statutory Auditors of the Company.
- The Company is operating in a single segment viz "Broking" and hence no segment disclosures have been made.
- EPS - Basic and Diluted has been calculated in accordance with AS-20.
- The Company on March 31, 2011 allotted 8,00,000 8% Redeemable Non Convertible Non Cumulative Preference Shares of Rs.100/- each at a premium of Rs. 150/- per share for cash aggregating to Rs. 20,00,00,000 on private placement basis to Aditya Birla Financial Services Private Ltd, the holding company.
- Status of Investor Complaints for Quarter ended March 31, 2011.

Opening	Received	Resolved	Pending
Nil	Nil	Nil	Nil

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

By Order of the Board
For Aditya Birla Money Ltd.

Sudhakar Ramasubramanian
Managing Director
Place: Chennai
Dt: April 21, 2011

