ADITYA BIRLA

GRASIM

10th October, 2016

BSE Limited
1st Floor, New Trading Ring,
Rotunda Building, P J Towers, Dalal Street
Fort, Mumbai - 400 001

National Stock Exchange of India Ltd.
Exchange Plaza
Bandra-Kurla Complex, Bandra (East)
Mumbai - 400 051

Dear Sir,

Sub: Increase in RFPIs / FIIs investment limit from 24% to 30%

Further to our letter dated 10th October, 2016 regarding Voting Result of the Extra Ordinary Meeting of the Company held today, please find enclosed herewith the press release issued by the Company on the captioned subject.

The above is for your information.

Thank you,
Yours faithfully,
For Grasim Industries Limited,

Pavan K. Jain
Executive President

Encl: a/a

GRASIM INDUSTRIES LIMITED MUMBAI

Press Release **Mumbai, 10th October, 2016**

Building, Consolidating, Growing

Increase in RFPIs / FIIs investment limit from 24% to 30% and Sub-division of equity shares

The shareholders of Grasim Industries Limited ("Grasim"), have today approved an increase in the investment limit for Registered Foreign Portfolio Investors (RFPIs) / Foreign Institutional Investors (FIIs) from the currently approved limit of 24% to 30% of the Company's equity share capital. The increase will be effective post approval from Reserve Bank of India.

The enhanced limit will create headroom for RFPIs/FIIs allowing them to make further investments in the Company's equity shares. The headroom is likely to further increase post merger of Aditya Birla Nuvo Ltd. (ABNL) with Grasim, considering the level of RFPIs/FIIs holding in ABNL at 12.1% as on 30th June 2016. Requisite regulatory approvals for the merger are in process.

Further, Grasim's equity shares have been sub-divided from one (1) equity share of face value of Rs.10 each fully paid up to five (5) equity shares of face value of Rs. 2 each fully paid up, effective from 6th October, 2016.

These measures are aimed at increasing liquidity in the Company's equity shares.

GRASIM INDUSTRIES LIMITED

Aditya Birla Centre, 'A' Wing, 2nd Floor, S. K. Ahire Marg, Worli, Mumbai - 400 030

Registered Office : Birlagram, Nagda - 456 331 (M.P.)

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www.grasim.com & www.adityabirla.com

twitter: www.twitter.com/adityabirlagrp Twitter handle is @AdityaBirlaGrp

GRASIM INDUSTRIES LIMITED MUMBAI