

ADITYA BIRLA



MONEY

Ref : SECT/L/2014 – 23

19th July, 2014

Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI – 400 001.

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

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

Dear Sirs,

**Sub : Disclosure received under SEBI (SAST) Regulation 2011 and SEBI
(Prohibition of Insider Trading) Regulations 1992 – reg.**

Please find enclosed the Disclosures received under from M/s. PCR Investments Limited, a shareholder of the Company as under –

- 1) Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011, and
- 2) Regulation 13(3) & 13(6) of SEBI (Prohibition of Insider Trading) Regulations 1992.

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Aditya Birla Money Limited,**


S. Balaji
Company Secretary



Encl. : as above.

Aditya Birla Money Limited

Ali Centre, No. 53 Greams Road,
Chennai 600 006.

ADITYA BIRLA



FINANCIAL SERVICES

Telephone +91 44 3919 0002/3

Fax +91 44 2829 0835

Website www.adityabirlamoney.com

18th July, 2014

To

The Secretary,
Bombay Stock Exchange Ltd (BSE)
Phiroze Jheejheebhoy Towers, Dalal Street,
Mumbai - 400 001.

The Secretary,
National Stock Exchange,
Exchange Plaza, 5th Floor
Plot No.C/1, 'G' Block
Bandra - Kurla Complex
Bandra (E)
Mumbai - 400 051.

The Company Secretary
Aditya Birla Money Limited
No. 53, Ali Centre, Greaves Road,
Chennai 600 006

Dear Sir,

Sub:- Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers)
Regulations 2011 - Reg.

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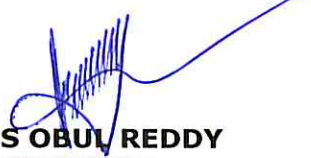
Please find enclosed the disclosure under Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of 33,85,320 equity shares of Aditya Birla Money Limited sold by us through market ie., 31,84,000 shares by way of Inter-se transfer to Mrs. Sucharitha Reddy and 2,01,320 shares to other outsiders.

Please take this on record.

Thanking you,

Yours faithfully

For PCR INVESTMENTS LIMITED



S. OBUL REDDY
DIRECTOR

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Aditya Birla Money Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	M/s. PCR Investments Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Non Promoter		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	(i) The Bombay Stock Exchange Limited (ii) National Stock Exchange of India Limited		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	33,85,320	6.11%	6.11%
b) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
Total (a+b+c)	33,85,320	6.11%	6.11%
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	33,85,320	6.11%	6.11%
b) VRs acquired /sold otherwise than by shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument	Nil	Nil	Nil

that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	33,85,320	6.11%	6.11%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	Nil	Nil	Nil
b) VRs otherwise than by shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.	Nil	Nil	Nil
Total (a+b+c)	Nil	Nil	Nil
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market ie., 31,84,000 shares by way of Inter-se transfer to Mrs. Sucharitha Reddy and 2,01,320 shares to other outsiders.		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17.07.2014		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		

For PCR INVESTMENTS LIMITED


S. OBUL REDDY
DIRECTOR

Place: Chennai
Date : 18.07.2014

18th July 2014

To

The Secretary,
Bombay Stock Exchange Ltd (BSE)
Phiroze Jheejheebhoy Towers, Dalal Street,
Mumbai - 400 001.

The Secretary,
National Stock Exchange,
Exchange Plaza, 5th Floor
Plot No.C/1, 'G' Block
Bandra - Kurla Complex
Bandra (E)
Mumbai - 400 051.

The Company Secretary
Aditya Birla Money Limited
No. 53, Ali Centre, Greaves Road,
Chennai 600 006

Dear Sir,

Sub:- Regulation 13(3) & 13(6) of SEBI (Prohibition of Insider Trading)
Regulations 1992 - Reg.

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Please find enclosed the disclosure in **Form C** as required under Regulation 13(3) & 13 (6) of SEBI (Prohibition of Insider Trading) Regulations 1992 in respect of 33,85,320 equity shares of Aditya Birla Money Limited sold by us through market ie., 31,84,000 shares by way of Inter-se transfer to Mrs. Sucharitha Reddy and 2,01,320 shares to other outsiders.

Please take this on record.

Thanking you.

Yours faithfully

For PCR INVESTMENTS LIMITED



S OBUL REDDY
DIRECTOR

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(3) and (6)]

Regulation 13(3) – Details of change in shareholding in respect of persons holding more than 5% shares in a listed Company

Name, PAN No. & Address of Shareholders : M/s. PCR Investments Limited

PAN: AAACP6407D

19, Bishop Gardens, R A Puram, Chennai 600 028

Shareholding prior to acquisition / sale	No. & % of shares / voting rights acquired / sold	Receipt of allotment advice / acquisition of shares / sale of shares specify	Date of intimation to company	Mode of acquisition (market purchase/public/rights/preferential offer, etc.)	No. & % of shares / voting rights post acquisition / sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy Quantity	Buy Value	Sell Quantity	Sell value (Rs. In Crores)
33,85,320 6.11%	33,85,320 6.11% (Sold)	17.07.14	18.07.14	Market Sale	Nil	Aditya Birla Money Limited SEBI Regn No. INB231347031	NSE	--	--	33,85,320	6.56 cr

For PCR INVESTMENTS LIMITED


S OBUL REDDY
DIRECTOR