

# Sucharitha Reddy

3<sup>rd</sup> September 2018

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.

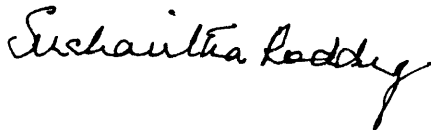
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Please find enclosed the disclosure under Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011 in respect of 51,67,460 equity shares of Aditya Birla Money Limited sold by me through open market.

Please take this on record.

Thanking you,

Yours faithfully



**SUCHARITHA REDDY**  
**SELLER**

**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                                                                                          | Not acquirer or PAC, only seller of shares – Mrs. Sucharitha Reddy                     |                                                         |                                                       |
| 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<br>(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                                                                                                                                          | 55,17,460                                                                              | 9.96%                                                   | 9.96%                                                 |
| 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)                                                                                                                                                             | 55,17,460                                                                              | 9.96%                                                   | 9.96%                                                 |
| <u>Details of acquisition/sale</u>                                                                                                                                        |                                                                                        |                                                         |                                                       |
| a) Shares carrying voting rights acquired/sold                                                                                                                            | 51,67,460                                                                              | 9.23%                                                   | 9.23%                                                 |
| 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)                                                                                                                                                                               | 51,67,460                                                                              | 9.23% | 9.23% |
| <u>After the acquisition/sale, holding of:</u>                                                                                                                                              |                                                                                        |       |       |
| a) Shares carrying voting rights                                                                                                                                                            | 3,50,000                                                                               | 0.63% | 0.63% |
| 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)                                                                                                                                                                               | 3,50,000                                                                               | 0.63% | 0.63% |
| 6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).                                               | Open Market                                                                            |       |       |
| 7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable                                                               | 09.04.2017<br>to<br>03.01.2018                                                         |       |       |
| 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.5,59,58,202/- consisting of 5,59,58,202 equity shares of face value of Rs.1/- each. |       |       |
| 10. Total diluted share/voting capital of the TC after the said acquisition/sale.                                                                                                           | Rs.5,59,58,202/- consisting of 5,59,58,202 equity shares of face value of Rs.1/- each. |       |       |

*Sucharitha Reddy*

**SUCHARITHA REDDY  
SELLER**

Place: Chennai  
Date : 03.09.2018