

May 12 th 2015

From

S.Abhayakumar
27, Mylai Ranganathan Street
T. Nagar
Chennai - 600 017

To
The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, C/1, G Block, Block G,
Bandra - Kurla Complex
Bandra (E)
Mumbai - 400 051.
Fax Nos.: 022-26598237,38 and 022-66418124, 25, 26

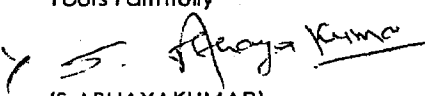
The Corporate Relationship Department
BSE Limited.,
I Floor, New Trading Ring
Rotunda Building
P J Towers, Dalal Street
Fort,
Mumbai - 400 001.
Fax Nos.: 022-22722041,61,37,39, 22723121

Dear Sirs,

Sub: Disclosure of encumbered shares under Regulation 31(1), 31(2), 31(3) of SEBI
(Substantial Acquisition of Shares and Takeovers) Regulations 2011

With reference to the above, I herewith enclose disclosure of pledge in the prescribed format for your records.

Thanking you,
Yours Faithfully


(S.ABHAYAKUMAR)

Encl.: as above
cc. The Company Secretary,

Format for disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011							
Name of the Target Company(TC)				ADITYA BIRLA MONEY LIMITED			
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)				USHA A			
Date of reporting				12/05/2015			
Names of the stock exchanges where the shares of the target company are listed				NATIONAL STOCK EXCHANGE LTD. & B.S.E. LTD.			
Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)							
Promoter (s) or PACs	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (encumbered)		(*) Details of encumbrance (pledge/lien)
Names	Number	% of total share capital	Type – creation/ invocation/ release	Date (s)	Number	% of total share capital	
USHA A.	2,43,505	1.14%	Creation of Pledge	12/05/2015	3,505	0.61%	2,40,000 Equity Shares Pledged in Favour of Aditya Birla
(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.							
Usha A Signature :  Place : Chennai Date : 12/05/2015							