



**ADITYA BIRLA
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Ref: No. ABCL/SD/MUM/2019-20/JULY/01

BSE Limited

1st Floor, New Trading Ring,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001

Scrip Code: 540691

Scrip ID: ABCAPITAL

1st July, 2019

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot. C/1, G-Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai 400 051

Symbol: ABCAPITAL

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

This is to inform you that pursuant to the purchase of 11,34,853 (6.30%) equity shares of "**Aditya Birla MyUniverse Ltd.**" (formerly known as Aditya Birla Customer Services Ltd.) ("**ABMU**"), subsidiary of the Company, it has now become a Wholly Owned Subsidiary of the Company with effect from 28th June, 2019.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are given as **Annexure A**.

The above is for your information, records and reference please.

Thanking you,

Yours sincerely,

For **Aditya Birla Capital Limited**

Sailesh Daga
Company Secretary
Encl: a.a.



Cc:

**Luxembourg Stock Exchange
Market & Surveillance Dept.,**
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg

Citi Bank N.A.

Depository Receipt Services
388 Greenwich Street
14th Floor, New York,
NY 10013

Citi Bank N.A.

Custodial Services

FIFC, 11th Floor, C-54 & 55, G Block
Bandra Kurla Complex
Bandra (East), Mumbai 400 051

Listing Agent

Banque Internationale a Luxembourg SA
59 route d'Esch
L- 2953 Luxembourg
Grand Duchy of Luxembourg

Aditya Birla Capital Ltd.

One Indiabulls Centre, Tower 1, 18th Floor, Jupiter Mill Compound,
841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400 013
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abc.secretarial@adityabirlacapital.com | www.adityabirlacapital.com

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Registered Office:

Indian Rayon Compound, Veraval - 362 266. Gujarat.
+91 28762 45711
CIN: L67120GJ2007PLC058890



Annexure A

Sr No	Particulars	Details								
(a)	Name of Target Company, details in brief such as size, turnover etc.	Aditya Birla MyUniverse Ltd. (formerly known as Aditya Birla Customer Services Ltd.) ("ABMU") ; is a Public Limited Company having Authorized Capital of Rs. 40,00,00,000/- (Rupees Forty Crore Only) and Paid up Capital of Rs. 18,00,11,240/- (Rupees Eighteen Crore Eleven Thousand Two Hundred Forty Only)								
(b)	Whether the acquisition would fall within Related Party Transaction(s) and whether the Promoter/ Promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	The purchase of equity shares of ABMU by the Company is a related party transaction as per Indian Accounting Standard-24 which had been done at arm's length basis. The Promoter/ Promoter Group of the Company have no interest in the above entity.								
(c)	Industry to which the entity being acquired belongs (As per NIC Code of the Product/ Service)	a) Other financial service activities, except insurance and pension funding Activities; and b) Advertising								
(d)	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target company, if its business is outside the main line of business of the Company)	The Company along with nominees held 1,68,66,271 (93.70%) equity shares in ABMU. The Company has now further purchased 11,34,853 (6.30%) equity shares in ABMU and consequently ABMU has now become a wholly owned subsidiary of the Company.								
(e)	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable								
(f)	Indicatives time period for completion of the registration	Not Applicable								
(g)	Nature of consideration- whether cash consideration or share swap details of the same.	Cash consideration								
(h)	Cost of acquisition or the price at which the shares are acquired	The Company has purchased the equity shares of face value of Rs.10 each of ABMU each at ~Rs. 27.92 each.								
(i)	Percentage of shareholding / control acquired and/or number of shares acquired;	<p>a) Shareholding of the Company in ABMU prior to purchase:</p> <table border="1"> <thead> <tr> <th>Number of equity shares held</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1,68,66,271</td> <td>93.70%</td> </tr> </tbody> </table> <p>b) Shareholding of the Company in ABMU post purchase:</p> <table border="1"> <thead> <tr> <th>Number of equity shares held</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>1,80,01,124</td> <td>100%</td> </tr> </tbody> </table>	Number of equity shares held	Percentage	1,68,66,271	93.70%	Number of equity shares held	Percentage	1,80,01,124	100%
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Sr No	Particulars	Details																
(j)	<p>a) Brief background about the entity acquired in terms of products/line of business acquired</p> <p>b) Date of incorporation</p> <p>c) History of last 3 years turnover</p> <p>d) Country in which the acquired entity has presence and</p> <p>e) any other significant information (in brief);</p>	<p>a) The Company is engaged in Distribution of Mutual funds and Lead Referrals and Advertising</p> <p>b) 11th September, 2008</p> <p>c) Revenue from Operations:</p> <p style="text-align: right;">(Amount in Rs.)</p> <table border="1"><thead><tr><th>Particulars</th><th>FY 19*</th><th>FY 18*</th><th>FY 17*</th></tr></thead><tbody><tr><td>Revenue from Operation</td><td>96,507,526</td><td>158,172,109</td><td>115,548,379</td></tr><tr><td>Other Income</td><td>3,187,955</td><td>743,404</td><td>802,066</td></tr><tr><td>Total Income</td><td>99,695,481</td><td>158,915,513</td><td>116,350,445</td></tr></tbody></table> <p>*All numbers are in Ind AS</p> <p>d) India</p> <p>e) Not applicable</p>	Particulars	FY 19*	FY 18*	FY 17*	Revenue from Operation	96,507,526	158,172,109	115,548,379	Other Income	3,187,955	743,404	802,066	Total Income	99,695,481	158,915,513	116,350,445
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