



Ref: No. ABCL/SD/MUM/2024-25/JANUARY

29 January 2025

BSE Limited

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

Scrip Code: 540691

Scrip ID: ABCAPITAL

Sub: Clarification /Confirmation on news item appearing in “Media/Publication”

Dear Sir/Madam,

This is with reference to your letter dated January 29, 2025, requesting to provide clarification/confirmation on the news item which appeared in the “smallnews.in” dated January 29, 2025, captioned “**Aditya Birla Capital partners with ONDC to expand its financial services capabilities.**”

In this regard, please find below Company’s response to the following points:

- **Whether such negotiations were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order from the start of negotiations till date.**

Response: *As part of normal course of business, the Subsidiaries and Associates of the Company keep working on several initiatives to promote financial and digital inclusion in the country. One such initiative was driven through a partnership with ONDC from September 2023 to be a Wave-1 participant on the ONDC protocol.*

ONDC is a public technology initiative, launched by the Department of Promotion of Industry and Internal Trade (DPIIT), Government of India and led by a Not-for-Profit Section 8 company.

The objective of this technical integration with ONDC, India’s Digital Public Infrastructure (DPI) was to democratize open network access to financial products, especially in underserved markets, and enhance financial and digital inclusion across the country.

The technical integration with ONDC protocol for lending, health insurance and mutual funds was as under:

- *Aditya Birla Finance Limited (**Subsidiary**) - March 2024*
 - *Aditya Birla Health Insurance Co. Limited (**Associate**) - December 2024*
 - *Aditya Birla Sun Life AMC Limited (**Associate**) - December 2024*
- **Whether you/company are aware of any information that has not been announced to the Exchanges which could explain the aforesaid movement in the trading?**

Response: *The Company had issued a joint press release dated December 23, 2024, on the captioned subject that its Subsidiary & Associate Companies became the first-level participants by technically integrating lending, health insurance and mutual funds on the ONDC protocol.*

This article which has appeared today on 'smallnews.in' reiterates the information of the earlier published press release (December 23, 2024), which was available in the public domain.

Since the partnership with ONDC is with the Subsidiary and Associates of the Company and in the normal course of business, it cannot be attributed to any movement in the share price of the Company.

- **In case of regulatory/legal proceedings please provide the information on initiation / outcome of the proceedings.**

Response: *Not applicable*

Kindly take the above submission on the records.

Thanking you,

Yours sincerely,

For Aditya Birla Capital Limited

Santosh Haldankar
Company Secretary & Compliance Officer