

## Stocks and Securities

Aditya Birla Money Ltd.

(A subsidiary of Aditya Birla Capital Ltd.)



**ADITYA BIRLA  
CAPITAL**

PROTECTING INVESTING FINANCING ADVISING

Ref: SECTL/2021 – 96

October 11, 2021

**BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI – 400 001**

**National Stock Exchange of India Limited  
Exchange Plaza, 5th Floor, Plot No. C/1, G-Block,  
Bandra-Kurla Complex, Bandra (East)  
MUMBAI – 400 051**

**Scrip Code: BSE – 532974**

**NSE – BIRLA MONEY**

Dear Sir / Madam,

**Sub : Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015 (“SEBI Listing Regulations”)**

**Ref : Our letter dated October 5, 2021 on Clarification on news item appearing in ‘Media / Publication’**

We refer to our letter dated October 5, 2021 providing clarification on news item which appeared in “www.moneycontrol.com” dated October 4, 2021 captioned “SEBI slaps Rs.1.02 crore fine on Aditya Birla Money for market norms violation”.

Pursuant to Regulation 30 of the SEBI Listing Regulations, we inform you that SEBI has, by an Order dated October 04, 2021, received by us on October 11, 2021, bearing Adjudication Order No: Order/KS/AE/2021-22/13679 pursuant to Show Cause Notice (SCN) dated February 14, 2020 and Supplementary Show Cause Notice dated August 25, 2020, imposed a monetary penalty of Rs.1,02,00,000/- (Rupees One Crore and Two Lakh only) on the Company. As per the said Order, the penalty has been imposed under the provisions of Sections 15HA and 15HB of SEBI Act, 1992 and Section 23D of the Securities Contracts (Regulation) Act, 1956.

The SCN under reference was issued pursuant to an inspection conducted in the year 2018 and a joint inspection conducted in the year 2019 by SEBI. The Company has submitted all details / documents as required by AO including orders of various forums deciding the matters in question in favour of the Company.

We are examining the Order and will take appropriate action under law.

The Company would also like to submit that there would not be any material impact on the Company due to above Order.

The above is placed for your information and record.

Thanking you,  
For **Aditya Birla Money Limited**

**Sangeeta Shetty  
Company Secretary**

### Aditya Birla Money Ltd.

Sai Sagar, 2<sup>nd</sup> & 3<sup>rd</sup> Floor, Plot No.: M-7, Thiru-Vi-Ka (SIDCO) Industrial Estate,  
Guindy, Chennai - 600 032 | +91 44 4949 0000 / 4949 0200  
care.stocksandsecurities@adityabirlacapital.com  
www.stocksandsecurities.adityabirlacapital.com

### Registered Office:

Indian Rayon Compound, Veraval  
Gujarat - 362 266  
CIN: L65993GJ1995PLC064810