



Birla Corporation Limited

Corporate Office:
1 Shakespeare Sarani
A.C. Market (2nd Floor), Kolkata 700 071
P. 033 6603 3300 02
F. +91 33 2288 4426
E. coordinator@birlacorp.com

Ref. No. BCL/10

3rd September, 2021

Corporate Relationship Department
BSE Limited
1st Floor, New Trading Ring,
Rotunda Building,
P.J. Towers, Dalal Street, Fort,
Mumbai- 400 001
Scrip Code: 500335

The Manager
Listing Department,
National Stock Exchange of India Limited
'Exchange Plaza', C-1, Block G,
Bandra-Kurla Complex, Bandra (East),
Mumbai- 400 051
Scrip Code: BIRLACORPN

Dear Sir(s),

Sub: Newspaper Advertisement regarding 101st Annual General Meeting of the Company

Pursuant to Regulation 30 and 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of newspaper publications made on 3rd September, 2021 in "Financial Express" (All English editions) and "Ganashakti" (Bengali, Kolkata edition), in compliance with MCA General Circular No. 20/2020 dated 5th May, 2020 read with General Circular No. 02/2021 dated 13th January, 2021, pertaining to the 101st Annual General Meeting of the Company, scheduled to be held on Wednesday, the 29th day of September, 2021 at 10.30 a.m. (IST) through Video Conferencing ("VC")/ Other Audio Visual Means ("OAVM").

The aforesaid information has also been uploaded on the Website of the Company at www.birlacorporation.com.

This is for your information and record.

Thanking you,

Yours faithfully,
For **BIRLA CORPORATION LIMITED**

(MANOJ KUMAR MEHTA)
Company Secretary & Legal Head

Encl: As above



BIRLA CORPORATION LIMITED

CIN: L01132WB1919PLC003334

Registered Office: Birla Building, 9/1, R.N. Mukherjee Road, Kolkata - 700 001
Phone: (033) 66166729/6737, Fax: (033) 22487988/2872
E-mail: investors@birlacorp.com, Website: www.birlacorporation.com

NOTICE

NOTICE OF THE 101ST ANNUAL GENERAL MEETING

Notice is hereby given that the Hundred and First Annual General Meeting (AGM) of the Members of the Company will be held on Wednesday, 29th September, 2021 at 10.30 a.m. (IST) through Video Conferencing ("VC")/Other Audio Visual Means ("OAVM") to transact the business(es), as set out in the Notice convening the AGM.

The AGM will be convened in compliance with the applicable provisions of the Companies Act, 2013 and the Rules framed thereunder ("Act"), Securities and Exchange Board of India ("SEBI") (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") read with the provisions of Circulars dated 13th January, 2021, 5th May, 2020, 13th April, 2020 and 8th April, 2020, issued by the Ministry of Corporate Affairs (collectively referred to as "MCA Circulars") and Circulars dated 12th May, 2020 and 15th January, 2021, issued by SEBI (collectively referred to as the "SEBI Circulars").

In accordance with the MCA and SEBI Circulars, Notice of the AGM along with the Annual Report for the financial year 2020-2021 will be sent only through electronic mode to those Members whose email addresses are registered with the Company/Depository Participant(s). The Notice of AGM along with the Annual Report for the financial year 2020-2021 will also be available on the Company's website at www.birlacorporation.com, websites of the Stock Exchanges i.e. BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively.

Members can participate in AGM through VC/OAVM facility only. The instructions for joining the AGM will be provided in the Notice of the AGM. The Company will be providing remote e-Voting facility to all its Members to cast their votes on all resolutions set out in the Notice of the AGM. In addition, the facility for voting through electronic voting system shall also be made available at the AGM. Only those Members who will be present in the AGM through VC/OAVM facility and have not cast their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through electronic voting system at the AGM. The Company has appointed National Securities Depository Limited for facilitating voting through electronic means. Detailed procedure for remote e-Voting and voting at the AGM by the Members holding shares in the dematerialized mode, physical mode and for members who have not registered their email addresses is provided in the Notice of AGM.

Members who have not yet registered their email addresses and phone number are requested to follow the process mentioned below:

- Members holding shares in physical mode are requested to update their email addresses and phone number by writing to the Registrar & Share Transfer Agent (RTA)/Company at mcssta@rediffmail.com and investorsgrievance@birlacorp.com respectively, along with the copy of the signed request letter mentioning the name, folio no., address of the Member, self-attested copy of the PAN card and self-attested copy of any document (e.g.: Driving License, Bank Statement, Election Identity Card, Passport, Aadhaar Card) in support of the address of the Member.
- Members holding shares in dematerialized mode are requested to register/update their email addresses and phone number with the relevant Depository Participant.

The Board of Directors of your Company at its meeting held on 12th May, 2021 has recommended a dividend of ₹10/- per equity share having nominal value of ₹10/- each for the financial year ended 31st March, 2021. The dividend, as recommended by the Board, if approved at the AGM, will be paid to eligible shareholders within 30 days from the date of AGM.

Members who have not updated their bank account details for receiving the dividend directly in their bank accounts through Electronic Clearing Service or any other means may follow the below instructions:

- Members holding shares in physical mode are requested to send copy of signed request letter mentioning their name, address and folio no. to the Company's RTA, M/s. MCS Share Transfer Agent Limited, 383, Lake Gardens, 1st Floor, Kolkata - 700045, along with original cancelled cheque leaf/attested bank passbook showing name of the Account Holder.
- Members holding shares in demat mode are requested to intimate any change in their address and/or bank mandate immediately to their respective Depository Participant.

Pursuant to the Finance Act, 2020, dividend income will be taxable in the hands of Members w.e.f. 1st April, 2020 and the Company is required to deduct tax at source from dividend paid to members at the prescribed rates in the Income Tax Act, 1961. Communication in this regard has been emailed to the Members and is also available on the Company's website at https://www.birlacorporation.com/investors/notices/tds_at_ex21.pdf

For BIRLA CORPORATION LIMITED
Sd/-

Place: Kolkata
Dated: 2nd September, 2021

MANOJ KUMAR MEHTA
Company Secretary & Legal Head

গণশক্তি



GANASHAKTI

গণশক্তি || কলকাতা || ৩ সেপ্টেম্বর || শুক্রবার || ২০২১



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b. Members holding shares in dematerialized mode are requested to register/update their email addresses and phone number with the relevant Depository Participants.

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For BIRLA CORPORATION LIMITED

Sd/-

Place: Kolkata
Dated: 2nd September, 2021

MANOJ KUMAR MEHTA
Company Secretary & Legal Head