

Ref: SECTL/2024 – 102

July 16, 2024

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

Sub: Intimation under Regulation 30 read with Schedule III to the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') for appointment of Chief Executive Officer (Key Managerial Personnel) of the Company

(Commenced at: 15.15 P.M. and Concluded at: 17.15 P.M.)

Dear Sir / Madam,

Pursuant to Regulation 30 and other applicable provisions of the SEBI Listing Regulations, we hereby inform you that based on the recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company has, at its meeting held today i.e. July 16, 2024, inter alia, approved the appointment of Mr. Ashok Suvarna as the Chief Executive Officer and a designated Key Managerial Personnel of the Company under section 203 of the Companies Act 2013. The appointment shall be effective from September 01, 2024.

Details with respect to the above changes as required under Regulation 30 of SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFD-PoDI/P/CIR/2023/123 dated July 13, 2023 are provided in the **Annexure** to this letter.

You are requested to kindly take the above information on records.

Thanking you,

For **Aditya Birla Money Limited**

Manisha Lakhotia
Company Secretary and Compliance Officer

Encl: a/a

Details under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023:

Sr. No	Particulars	Details/Disclosure
1.	Name of Key Managerial Personnel	Mr. Ashok Suvarna
2.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Ashok Suvarna as the Chief Executive Officer and a designated Key Managerial Personnel of the Company.
3.	Date of appointment / resignation & terms of appointment	Mr. Ashok Suvarna is appointed as the Chief Executive Officer and a designated Key Managerial Personnel of the Company, and he would be responsible for leading and building a sustainable and profitable organization with effect from September 01, 2024 .
4.	Brief Profile (in case of appointment)	Mr. Ashok has an overall experience of around 30 years in sales & operations and has been associated with Aditya Birla Capital since 2008. Currently, he is serving as chief Distribution officer of Aditya Birla Sun Life Insurance. He has been associated with Organizations like Aditya Birla Sun Life Mutual funds, ICICI Prudential and SBI Funds in the past.
5.	Disclosure of relationships between Directors (in case of appointment of a director)	Not applicable

For Aditya Birla Money Limited

Manisha Lakhotia
Company Secretary and Compliance Officer

Aditya Birla Money Limited

Sai Sagar, 2nd & 3rd Floor, Plot No. M-7,
Thiru-Vi-Ka (SIDCO) Industrial Estate, Guindy, Chennai – 600 032

Tel: +91 44 4949 0000 | Fax: +91 44 2250 1095 | care.stocksandsecurities@adityabirlacapital.com
www.stocksandsecurities.adityabirlacapital.com
CIN: L65993GJ1995PLC064810

Registered Office:
Indian Rayon Compound,
Veraval, Gujarat – 362 266