

Disclosure to Stock Exchanges by Acquirer as required under Regulation 3(3) of SEBI Takeover Code, 1997

Name of the Target Company	Aditya Birla Money Limited			
Name of acquirer(s) along with PAC (Referred together as " Acquirers " hereinafter)	Aditya Birla Financial Services Private Limited			
Shareholding Details	Before the said acquisition		After the said proposed acquisition	
	No. of shares	%(shares / voting rights)	No. of shares	%(shares / voting rights)
Shareholding / voting rights of acquirer(s) in Target Company before and after the proposed acquisition	Nil	Nil	4,15,50,000	75%
Paid up capital of the Target Company before and after the proposed acquisition	Rs. 5,54,00,000 divided into 5,54,00,000 equity shares of Re. 1/- each, fully paid up			
Type of acquisition (By way of public / rights / preferential allotment / inter se transfer) please specify	Inter se Transfer of equity shares between promoters under regulation 3(1)(e)(i) of SEBI Takeover Regulations, 1997			
In case, the acquisition is by way of inter se transfer as per regulations, disclose names of Transferors and their shareholding in T.C. before transfer	Transferor - Aditya Birla Nuvo Limited Shareholding of Transferor in T.C. before transfer - 4,21,04,000 shares (76%)			
No. and % of shares / voting rights of Target Company proposed to be acquired through the acquisition	4,15,50,000 shares representing 75% shares / voting rights of Target Company			
Acquisition price per share	Rs. 59.76/- (Rs. Fifty Nine and Paise Seventy Six Only) per share			
Date of proposed acquisition	23rd February, 2010 through off-market transaction			

For Aditya Birla Financial Services Private Limited

Shriram Jagetiya(Shriram Jagetiya)
Director

Place : Mumbai

Date : February 16, 2010

