

Disclosure of details of acquisition to target company and stock exchanges where the shares of the target company is listed, in terms of Regulation 7(1) of SEBI(Substantial Acquisition of Shares), Regulations 1997

Name of the Target company	Aditya Birla Money Limited	
Name of the acquirer and PAC with the acquirer	Aditya Birla Financial Services Private Limited	
Details of the acquisition as follows	Number	% w.r.t. total paid up capital of Target Company
a) Shares/Voting rights(VR) before acquisition under consideration	Nil	N.A.
b) Shares/Voting Rights acquired	4,15,50,000	75%*
c) Shares/VR after acquisition	4,15,50,000	75%*
Mode of acquisition(e.g. open market/public issue/rights/preferential allotment/inter-se transfer, etc)	Inter-se transfer of equity shares between promoters	
Date of acquisition of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of acquisition – 23 rd February, 2010	
Paid up capital/total voting capital of the target company before the said acquisition	5,54,00,000 shares of Re.1/- each aggregating to Rs.5,54,00,000/-	
Paid up capital/total voting capital of the target company after the said acquisition	5,54,00,000 shares of Re.1/- each aggregating to Rs.5,54,00,000/-	

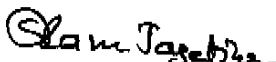
* Total promote/promoter group holding pre-acquisition -76%

* Total promote/promoter group holding post-acquisition -76%

Note :

1. The disclosure shall be made whenever the post acquisition holding crosses 5%,10%,14%,54% and 74% of the total paid up capital of the target company within 2 days of acquisition.
2. The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.

For Aditya Birla Financial Services Private Limited


Shriram Jagetiya
Director



Mumbai, 24th February, 2010

ADITYA BIRLA NUVO



Disclosure of details of acquisition to target company and stock exchanges where the shares of the target company is listed, in terms of Regulation 7(1A) of SEBI (Substantial Acquisition of Shares), Regulations 1997

Name of the Target company	Aditya Birla Money Limited	
Name of the acquirer/Seller and PAC with the acquirer	Acquirer- Aditya Birla Financial Services Pvt. Ltd Seller- Aditya Birla Nuvo Limited	
Details of the acquisition/Sale as follows	Number	% w.r.t. total paid up capital of Target Company
a) Shares/Voting rights(VR) before sale under consideration	4,21,04,000	76
b) Shares/Voting Rights Sold	4,15,50,000	75*
c) Shares/VR after sale	5,54,000	1*
Mode of acquisition/sale(e.g. open market/public issue/rights/preferential allotment/inter-se transfer, etc)	Inter-se Transfer	
Mode of sale (e.g. open market/MOU/off market etc.)	Off market	
Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of sale – 23rd February, 2010	
Paid up capital/total voting capital of the target company before the said sale	5,54,00,000 equity shares of Re.1/- each fully paid up aggregating to Rs.5,54,00,000/-	
Paid up capital/total voting capital of the target company after the said sale	5,54,00,000 shares of Re.1/- each fully paid up aggregating to Rs.5,54,00,000/-	

* Total promote/promoter group holding pre-acquisition -76%

* Total promote/promoter group holding post-acquisition -76%

Note :

1. The disclosure shall be made within 2 days of acquisition/sale.
2. The term 'acquirer' shall also include a pledge, other than a bank or a financial institution and such pledge shall make disclosure to the target company and the stock exchange within 2 days of creation of pledge.
3. The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.

For Aditya Birla Nuvo Limited

Devendra Bhandari
Company Secretary



Mumbai, 24th February, 2010