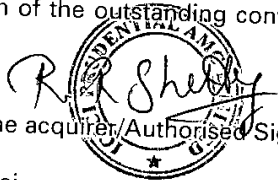


Format for disclosure of details of acquisition to target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 29(1) of SEBI (Substantial Acquisitions of shares and Takeovers) Regulations, 2011

Name of the Target Company	Birla Corporation Limited		
Name of the acquirer and PAC with the acquirer	ICICI Prudential Mutual Fund (the Fund) under its various schemes		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	The Bombay Stock Exchange Ltd. and National Stock Exchange of India Limited		
Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC Details of the acquisition as follows	Number	% w.r.t. total paid up capital of Target Company	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	3,423,120	4.45	
b) Voting rights (VR) otherwise than by equity shares	--	--	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	--	--	
Total (a+b+c)	3,423,120	4.45	
Details of acquisition			
a) Shares carrying voting rights acquired	685,989	0.89	
b) VRs acquired otherwise than by equity shares	--	--	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	--	--	
Total (a+b+c)	685,989	0.89	
After the acquisition, holding of:			
a) Shares carrying voting rights	4,109,109	5.34	
b) VRs otherwise than by equity shares	--	--	
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	--	--	



Total (a+b+c)	4,109,109	5.34	
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/interse transfer etc.)	Secondary Market Purchase		
Date of acquisition of/date of receipt of intimation of allotment of shares/VR/warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	September 27, 2012		
Equity share capital/total voting capital of the TC before the said acquisition	77,005,347		
Equity share capital/total voting capital of the TC after the said acquisition	77,005,347		
Total diluted share/voting capital of the TC after the said acquisition	77,005,347		
<i>Note.—</i>			
(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.			
			
Signature of the acquirer/Authorised Signatory			
Place : Mumbai	Date : October 1, 2012		