

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Aditya Birla Money Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	M/s. PCR Investments Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Non Promoter		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	(i) The Bombay Stock Exchange Limited (ii) National Stock Exchange of India Limited		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	33,85,320	6.11%	6.11%
b) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
Total (a+b+c)	33,85,320	6.11%	6.11%
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	33,85,320	6.11%	6.11%
b) VRs acquired /sold otherwise than by shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other Instrument	Nil	Nil	Nil

that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	33,85,320	6.11%	6.11%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	Nil	Nil	Nil
b) VRs otherwise than by shares	Nil	Nil	Nil
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.	Nil	Nil	Nil
Total (a+b+c)	Nil	Nil	Nil
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market ie., 31,84,000 shares by way of Inter-se transfer to Mrs. Sucharitha Reddy and 2,01,320 shares to other outsiders.		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17.07.2014		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		

For PCR INVESTMENTS LIMITED


S OBU REDDY
DIRECTOR

Place: Chennai
Date : 18.07.2014