

Format for disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part – A – Details of the Acquisition

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	Mrs. Sucharitha Reddy		
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 as follows.	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 under consideration, holding of acquirer along with PACs of:</u>			
a) Shares carrying voting rights	23,33,460	4.21%	4.21%
b) Shares in the nature of encumbrance (pledge /lien/ non-disposal undertaking / others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by equity 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)			
Total (a+b+c+d)	23,33,460	4.21%	4.21%
<u>Details of acquisition</u>			
a) Shares carrying voting rights acquired	31,84,000	5.75%	5.75%
b) VRs acquired otherwise than by equity 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			
d) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking / others)	Nil	Nil	Nil
Total (a+b+c+/-d)	31,84,000	5.75%	5.75%
After the acquisition holding of acquirer along with PACs of:			
a) Shares carrying voting rights	55,17,460	9.96%	9.96%
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
d) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking / others)	Nil	Nil	Nil
Total (a+b+c+d)	55,17,460	9.96%	9.96%
6. Mode of acquisition (e.g. open market / / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance, etc.)	Open Market (Inter-se transfer from PCR Investments Limited)		
7. Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	- NA -		
8. Date of acquisition of / date of receipt of intimation of allotment of shares/VT/warrants/convertible securities / any other instrument that entitles the acquirer to receive shares in the TC.	17.07.2014		
8. Equity share capital / total voting capital of the TC before the said acquisition	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	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	Rs.5,54,00,000/- consisting of 5,54,00,000 equity shares of face value of Rs.1/- each.		