

August 01, 2016

Mr. Girish Sharma
Jt. President (Indirect Taxes) & Company Secretary & Compliance Officer
Birla Corporation Limited
Birla Building, 3rd Floor,
9/1, R.N. Mukherjee Road,
Kolkata-700001
Tel: (033) 22131680/22130380
Fax: (033) 22487988/ 22482872

Dear Sir,

Sub: Regulation 29(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

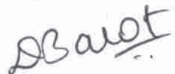
We refer to our letter dated May 16, 2014 wherein we had mentioned that as on May 14, 2014, the aggregate holding of the Schemes of HDFC Mutual Fund in "**Birla Corporation Limited**" ("The Company") was 5.16% of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs.77,00,53,470 comprising 7,70,05,347 Equity Shares of Rs.10/- each).

Further, in accordance with the captioned regulation and other applicable laws / regulations, if any, we wish to inform you that there has been a decrease in the shareholding of the Company by the Schemes of HDFC Mutual Fund by **2.07%** as of July 29, 2016. As on July 29, 2016 the aggregate holding of the Schemes of HDFC Mutual Fund in the Company is **3.09%** of the paid up equity share capital of the Company (Paid up Equity Share Capital being Rs.77,00,53,470 comprising 7,70,05,347 Equity Shares of Rs.10/- each).

As per Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 please find enclosed the details of change in the shareholding in the prescribed format enclosed as Annexure 1.

Kindly acknowledge receipt of the same.

Thanking you,
Yours faithfully,
For **HDFC Asset Management Company Limited**


Dhruati Barot
Jt. AVP - Compliance
Encl: As above
CC:

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra - Kurla Complex Bandra (E),
Mumbai - 400 051.
Tel.: 022- 2659 8190/ Fax: 022- 26598191

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 023.
Fax: 022-2272 1919

Annexure-1

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

1. Name of the Target Company (TC)	Birla Corporation Ltd		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	HDFC Mutual Fund HDFC Trustee Company Limited A/c--- <ul style="list-style-type: none"> • HDFC Prudence Fund • HDFC TaxSaver • HDFC Infrastructure Fund • HDFC Capital Builder Fund • HDFC Premier Multi-Cap Fund • HDFC MF Monthly Income Plan -Long Term Plan • HDFC Core & Satellite Fund • HDFC Index Fund-SENSEX Plus Plan • HDFC CPO-II-36M February 2014, Plan under HDFC Capital Protection Oriented Fund – Series II 		
3. Whether the acquirer belongs to Promoter/ Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE limited 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 sale under consideration, holding of :</u>			
a) Shares carrying voting rights	39,76,971	5.16	N.A.
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	0	0.00	N.A.
c) Voting rights (VR) otherwise than by shares	0	0.00	N.A.
d) 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)	0	0.00	N.A.
Total (a+b+c+d)	39,76,971	5.16	N.A.
<u>Details of sale:</u>			
a) Shares carrying voting rights <u>acquired/sold</u>	15,93,917	2.07	N.A.
b) VRs acquired /sold otherwise than by shares	0	0.00	N.A.
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) <u>acquired/sold</u>	0	0.00	N.A.



d) Shares encumbered/invoked/released by the acquirer	0	0.00	N.A.
Total (a+b+c+/-d)	15,93,917	2.07	N.A.
<u>After the sale, holding of:</u>			
a) Shares carrying voting rights	23,83,054	3.09	N.A.
b) Shares encumbered with the acquirer	0	0.00	N.A.
c) VRs otherwise than by shares	0	0.00	N.A.
d) 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.	0	0.00	N.A.
Total (a+b+c+d)	23,83,054	3.09	N.A.
6. Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
7. Date of acquisition/sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	July 29, 2016		
8. Equity share capital / total voting capital of the TC before the said acquisition/sale	Rs.77,00,53,470 /- comprising 770,05,347 equity shares of Rs. 10/- each.		
9. Equity share capital/ total voting capital of the TC after the said acquisition/sale	Rs.77,00,53,470 /- comprising 770,05,347 equity shares of Rs. 10/- each.		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	N.A.		

(*Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement Total share capital/ voting capital has been taken as per the latest filing to be done by the company to the Stock Exchange under Regulation 31 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015.

(**) 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.

For **HDFC Asset Management Company Limited**
(Investment Manager for the Schemes of HDFC Mutual Fund)

DBarot
Dhruvi Barot
Jt. AVP – Compliance

Place: Mumbai
Date: August 01, 2016

