



IPAMC/64(II)/16-17

March 21, 2017

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sir

Sub: Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations 2011

This is to inform you that ICICI Prudential Mutual Fund (the Fund) under its various schemes hold equity shares of Birla Corporation Limited (whose shares are listed on your Stock Exchange)

ICICI Prudential Discovery Fund has sold 100,498 equity shares of the Company on March 17, 2017.

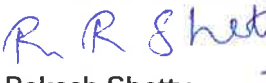
This reporting is being made because, as a result of the aforesaid sale, the gross holding of the Fund has decreased by more than 2% as compared to the previous disclosure made on October 1, 2012 for 5.34%.

The disclosure in this regard as required under Regulation 29(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 is enclosed herewith.

Please let us know if any disclosure is required under SEBI (Prohibition of Insider Trading) Regulations, 2015. If you require any further information, please feel free to contact us.

Thanking you

Sincerely
For ICICI Prudential Asset Management Company Limited


Rakesh Shetty
Company Secretary
Encl: as above






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

Name of the Target Company (TC)	BIRLA CORPORATION LIMITED		
Name(s) of the acquirer and Persons Acting in concert (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	Bombay Stock Exchange, National Stock Exchange		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share / voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the Sale under consideration, holding of :			
a) Shares carrying voting rights	2,598,944	3.38	
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking / others)	--	--	
c) Voting rights (VR) otherwise than by shares	--	--	
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)	--	--	
e) Total (a+b+c+d)	2,598,944	3.38	
Details of sale			
a) Shares carrying voting rights sold	100,498	0.13	
b) VRs sold otherwise than by 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) sold	--	--	
d) Shares encumbered / invoked /released by the acquirer	--	--	
e) Total (a+b+c+d)	100,498	0.13	
After the sale, holding of:			

ICICI Prudential Asset Management Company Limited
 Corporate Identity Number: U99999DL1993PLC054135
 Corporate Office: One BKC 13th Floor, Bandra Kurla Complex, Mumbai – 400051.
 Tel: +91 22 2652 5000 Fax: +91 22 2652 8100, website: www.icicipruamc.com, email id: enquiry@icicipruamc.com
 Central Service Office: 2nd Floor, Block B-2, Nirlon Knowledge Park, Western Express Highway, Mumbai - 400063.
 Tel: 022 2685 2000 Fax: 022 26868313
 Registered Office: 12th Floor, Narain Manzil, 23, Barakhamba Road, New Delhi 110 001



a) Shares carrying voting rights	2,498,446	3.24	
b) Shares encumbered with the acquirer	--	--	
c) VRs otherwise than by equity shares	--	--	
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	--	--	
e) Total (a+b+c+d)	2,498,446	3.24	
Mode of acquisition/sale (e.g. open market/ off-market /public issue /rights issue/preferential allotment/inter-se transfer etc.)	Secondary Market		
Date of acquisition / sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	March 17, 2017		
Equity share capital / total voting capital of the TC before the said sale	77,005,347		
Equity share capital/ total voting capital of the TC after the said sale	77,005,347		
Total diluted share/voting capital of the TC after the said sale	77,005,347		
<i>Note.—</i>			
(*)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 to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.			
 Signature of the acquirer/seller/Authorised Signatory			
Place : Mumbai		Date : March 21, 2017	

