



Ref. No. GIL/CFD/SEC/18/027/SE

3rd July 2017

BSE Limited
Corporate Relationship Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Limited
The Manager, Listing Department
Exchange Plaza, 5th Floor
Plot No. C/1, G-Block
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051

Dear Sirs,

Sub: Intimation under Regulations 30 and 46 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulations 30 and 46 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed an updated corporate presentation of Aditya Birla Capital Limited (formerly known as Aditya Birla Financial Services Limited), the subsidiary of the Company. We will be using this presentation for Investors / Analyst meetings going forward.

The presentation will also be posted on the Company's website.

The above is for your information, records and reference please.

Thanking you,

Yours faithfully,
For Grasim Industries Limited


* **Hutokshi Wadia**
President & Company Secretary
Encl a.a



Cc: Luxembourg Stock Exchange
Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg, EUROPE

Citi Bank N.A.
Depositary Receipt Services
388 Greenwich Street, 14th Floor
New York, NY 10013

Citi Bank N.A.
Custodial Services, FIFC, 11th Floor, C-54 & 55,
G Block Bandra Kurla Complex Bandra (East),
Mumbai 400 051

Aditya Birla Capital

A leading financial services conglomerate

July 2017



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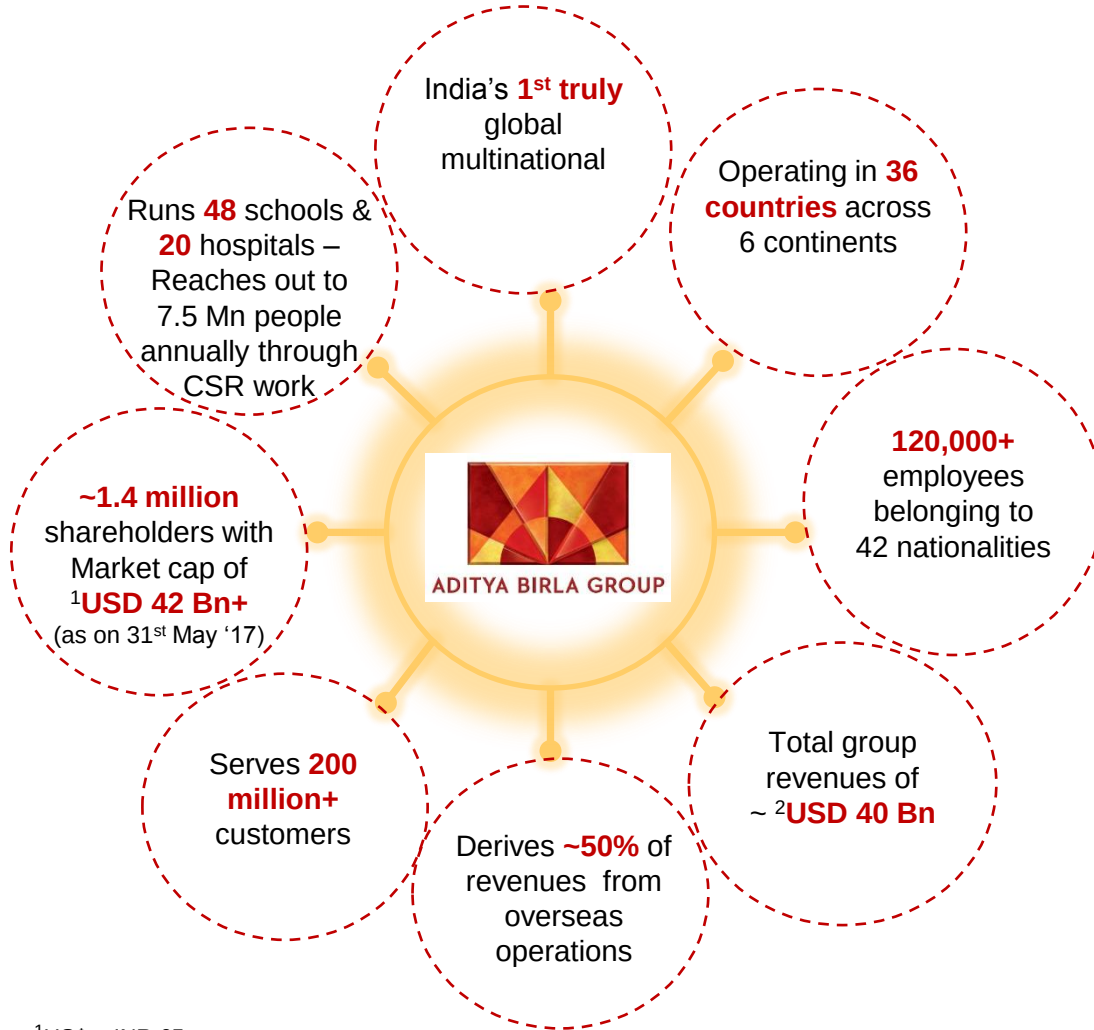
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Aditya Birla Group Overview

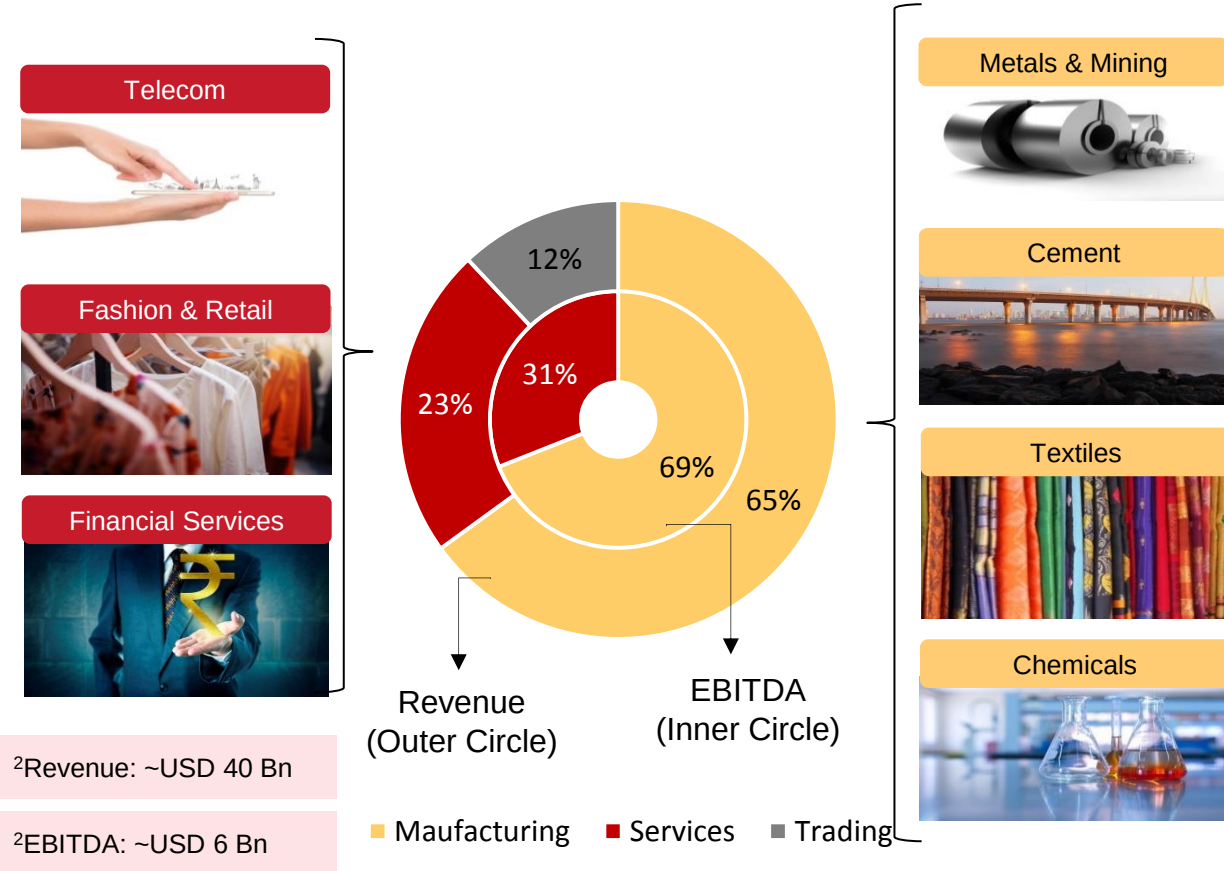
Aditya Birla Group

A leading business conglomerate and one of India's most respected business groups



¹US\$ = INR 65

FY17 Revenue & EBITDA Contribution by Sector



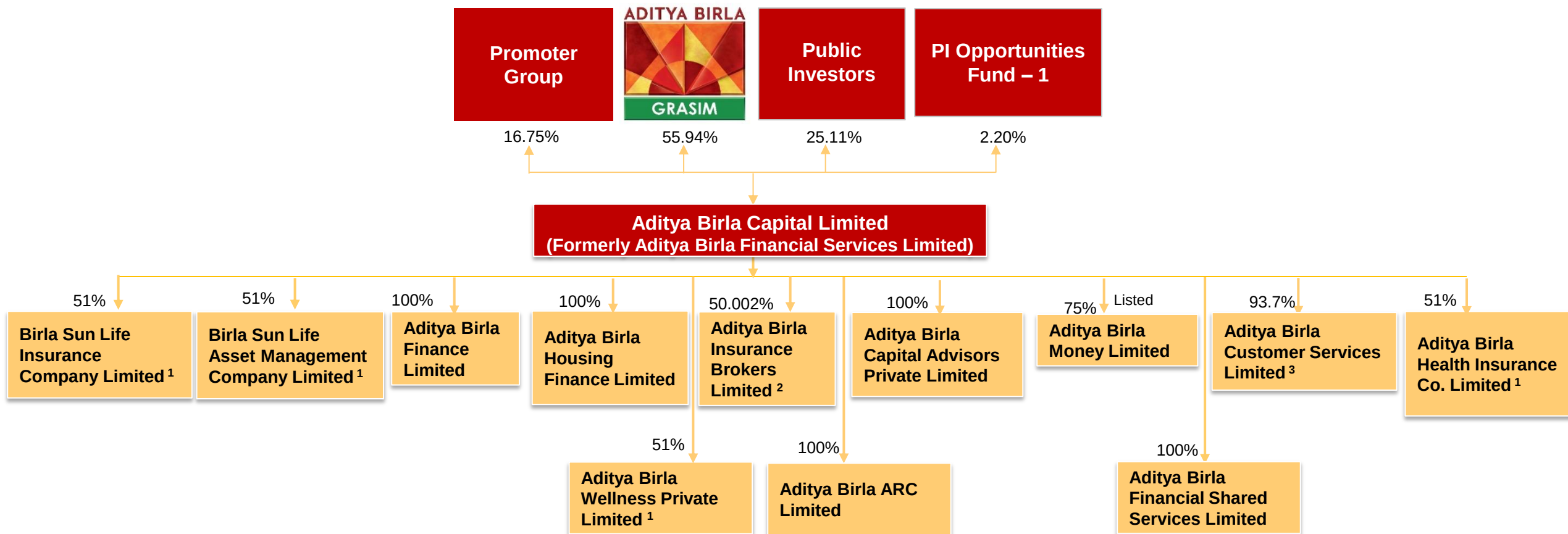
²US\$ = INR 67.1.(Annual Average)

2

Aditya Birla Capital Overview

Aditya Birla Capital

Resultant structure on de-merger



PI Opportunities Fund – 1, an affiliate of Premji Invest, will own 2.2% of the post scheme fully diluted equity share capital. The transaction values ABCL at Rs. 32,000 Crore on post money basis.

¹ Indicates JV. ² 49.998% of ABIBL is held by Infocyper India Pvt Ltd. ³ 6.3% of ABCSL is held by employee welfare trust (under ESOP) Note: ABCL structure contains major subsidiaries and excludes step down subsidiaries, if any

To be a Leader

Among
Top 5

Largest Private Diversified
NBFCs in India¹

4

Asset Management Company
in India

5

Private Life Insurance Company
in India²

Among
Top 5

General Insurance Brokers
in India

and Role Model

- Renowned for risk management, investor education, product innovation and fund management capabilities
- Acknowledged for leadership development practices and talent management
- Among the best 3 financial services players to work for (as per study by Great Place to Work Institute, 2016)

in a Broad based & Integrated financial services business

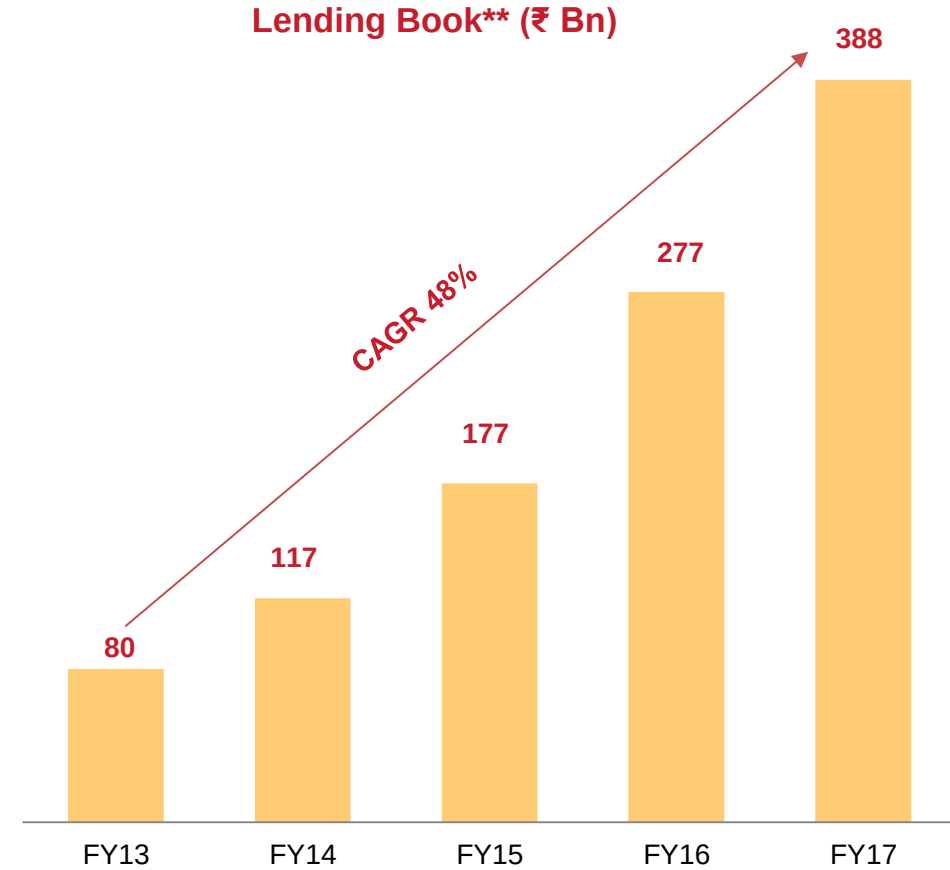
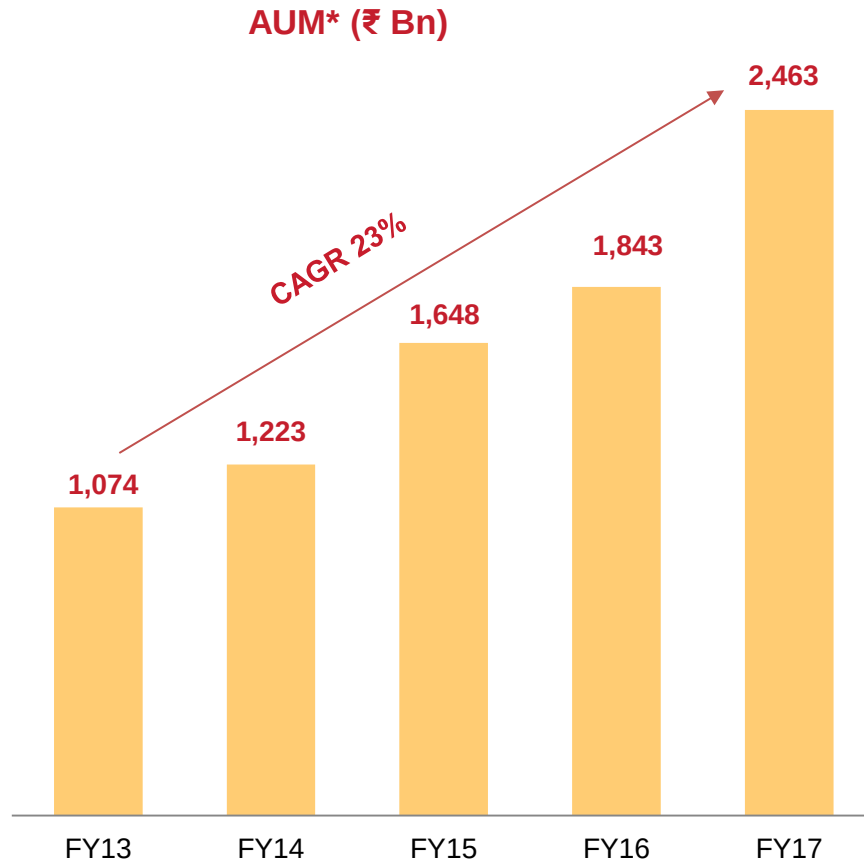
- Present across the spectrum of financial services with 12 lines of business catering to varied needs of our customer across their lifetime
- An integrated play with a competitive edge through sharing of best practices, deriving cross – business synergies & providing talent pool with world of opportunity to grow

¹based on AUM as of March 31, 2017 ²FYP Annual Premium Equivalent (APE) = 100% of regular premium + 10% of single premium including both individual & group premium

Source: Crisil, AMFI, IRDAI & Company Reports

Aditya Birla Capital

Key metrics



*Includes AUM of Life & Health Insurance, Private Equity and quarterly average AUM of Asset Management businesses.

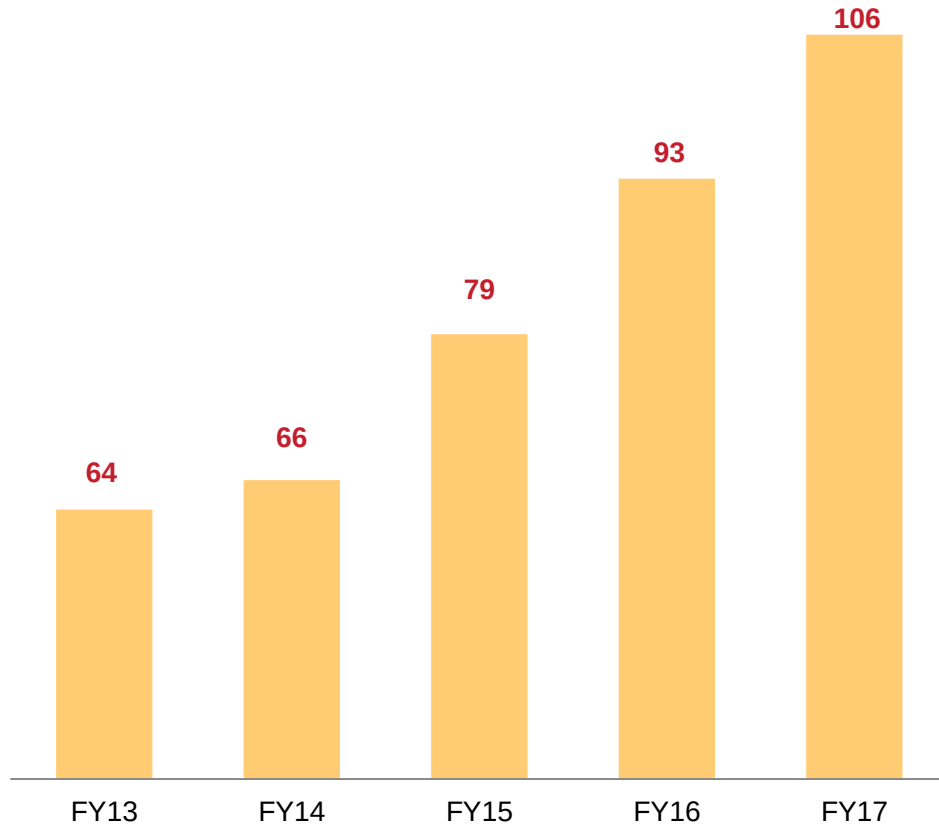
**Includes Lending Book of NBFC & Housing Finance businesses

Aditya Birla Capital

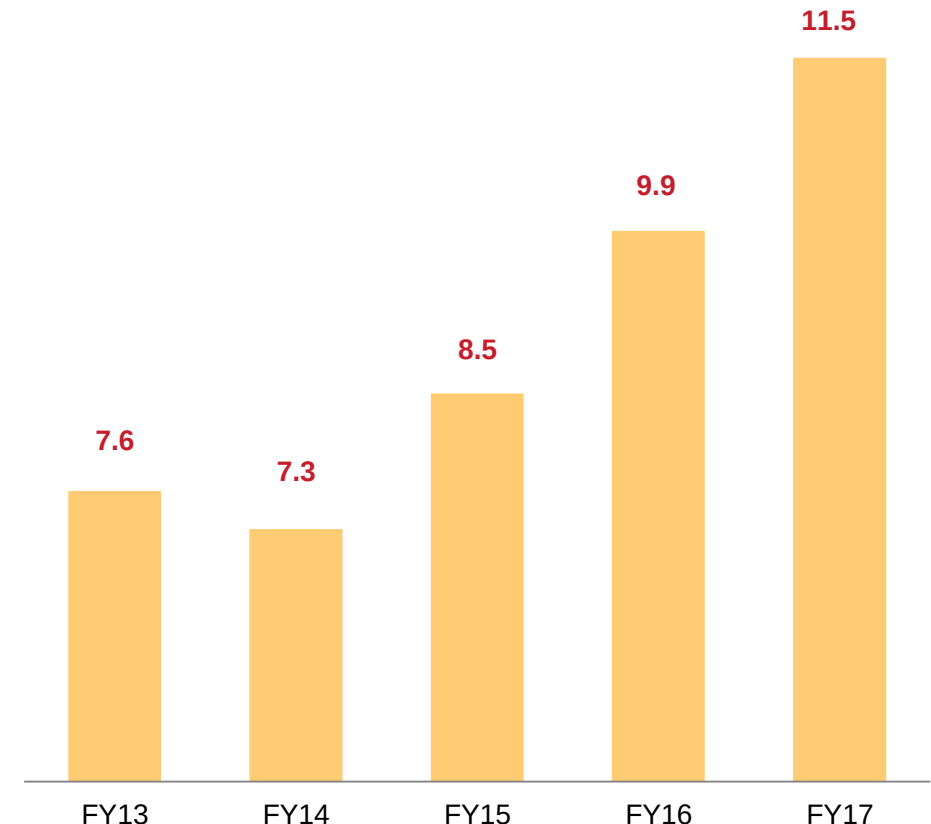
Aggregated financial information (incl. minority interest)



Revenue (₹ Bn)

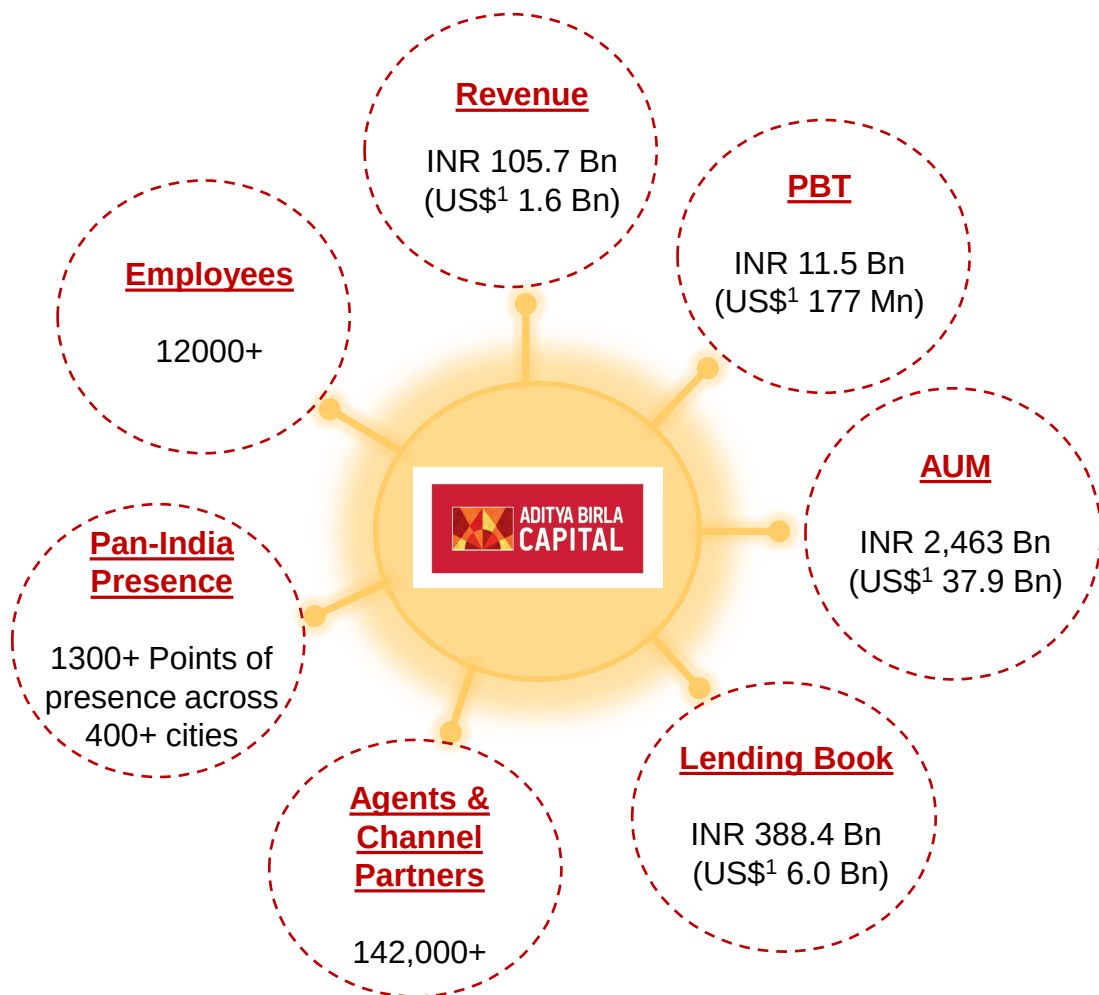


PBT (₹ Bn)

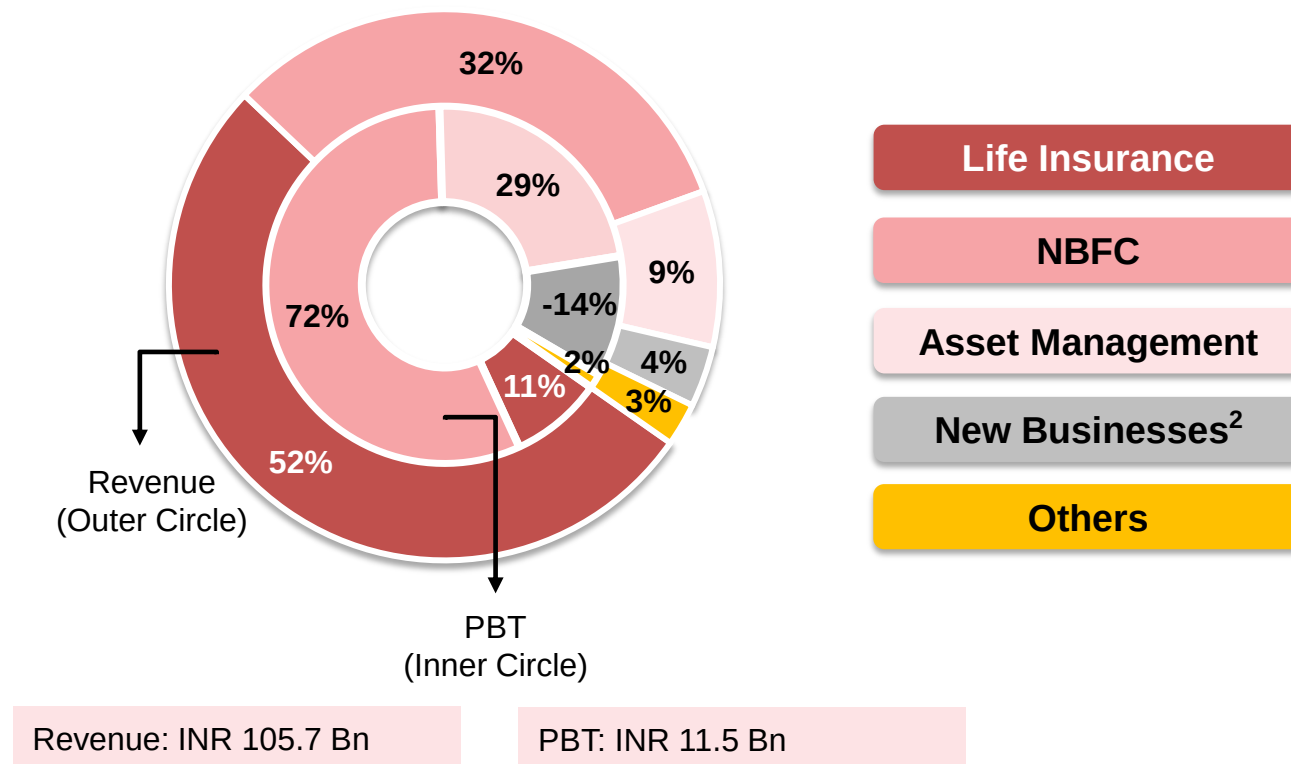


Note: To make the performance comparable, the aggregate Revenue and PBT above represent a summation of 100% of the financial information contained in the IGAAP financial statements of the individual subsidiaries / joint ventures of ABCL for all years and IRDAI financials of Life & Health Insurance JVs for FY17, before any adjustments, inter-company eliminations or minority interest. This financial information is unaudited.

Aditya Birla Capital Limited (ABCL) consolidated Revenue & PBT for FY17 stood at INR 58 Bn & INR 10.7 Bn respectively. Aditya Birla Nuvo Limited transferred its 51% stake in Birla Sun Life Insurance (BSLI) to ABCL w.e.f 23rd March 2017. Hence, BSLI has been consolidated in the FY17 financials of ABCL for 9 days only. Kindly refer to our website (www.adityabirlacapital.com) for further details.



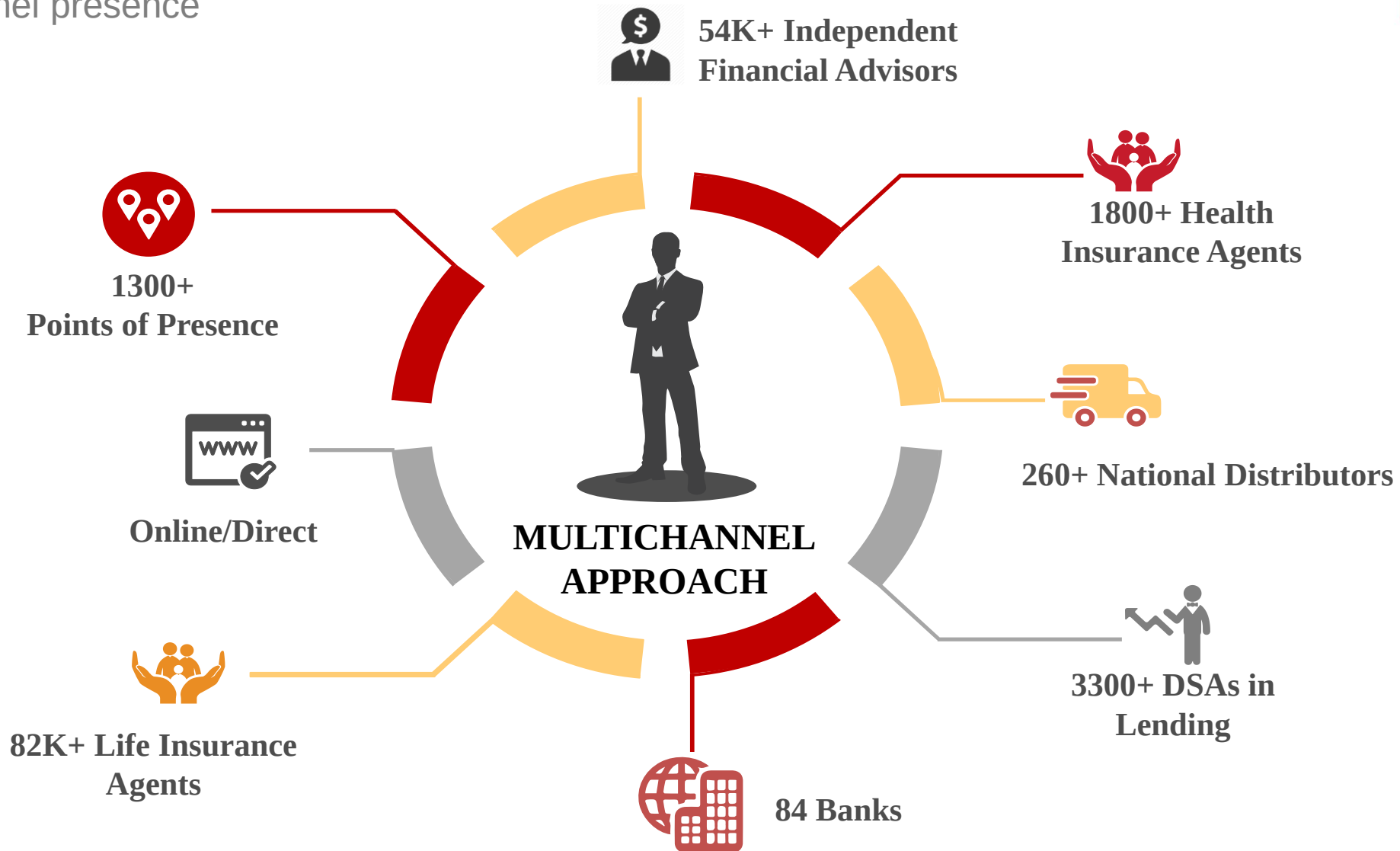
FY17 Revenue & PBT Contribution by Business



¹US\$ = INR 65 . ²New Businesses include Health Insurance, Housing Finance & Online Money Management.
Note: To make the performance comparable, the aggregate Revenue and PBT above represent a summation of 100% of the financial information contained in the IGAAP financial statements of the individual subsidiaries / joint ventures of ABCL and IRDAI financials of Life & Health Insurance JVs, before any adjustments, inter-company eliminations or minority interest. This financial information is unaudited.

Our Distribution

Multichannel presence



Our Product Suite

Delivery through 12 lines of businesses

Our Solutions

Protecting

- Life Insurance
- Health Insurance
- Motor Insurance

Investing

- Mutual Funds
- Wealth Management
- Private Equity
- Stocks, Commodity and Currency Trading

Financing

- Home Loans
- Personal Loans
- SME Loans
- Corporate Loans

Advising

- Aggregating
- Financial planning
- Tools & calculators

Our Innovation & Performance

- **Among the first few to launch ULIP in India**
- Chronic care, Incentivised wellness & Health returns

- Returns since inception of **Birla Sun Life Frontline Equity Fund is 22.5% p.a.**

- **Among the first few to launch IPO Financing**
- Forayed into **Digital & Unsecured Lending**

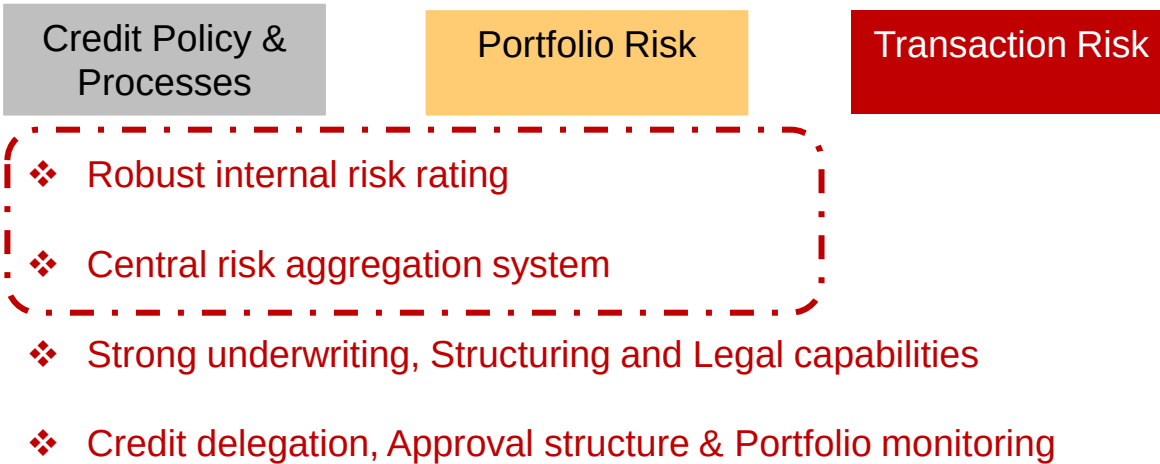
- Online Money Management
- ZipSip

Risk Management at ABC

3 Tier Framework



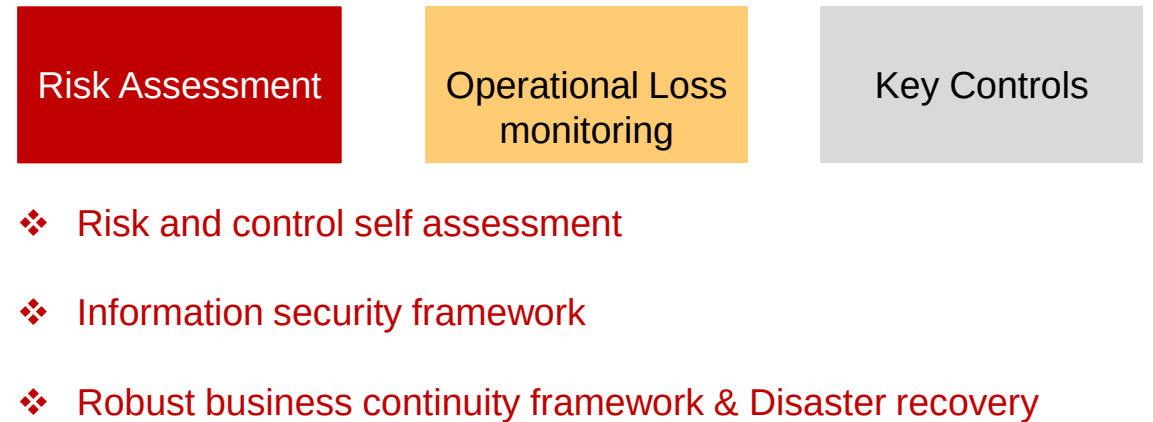
Credit Risk Management



Investment Risk Management & ALM

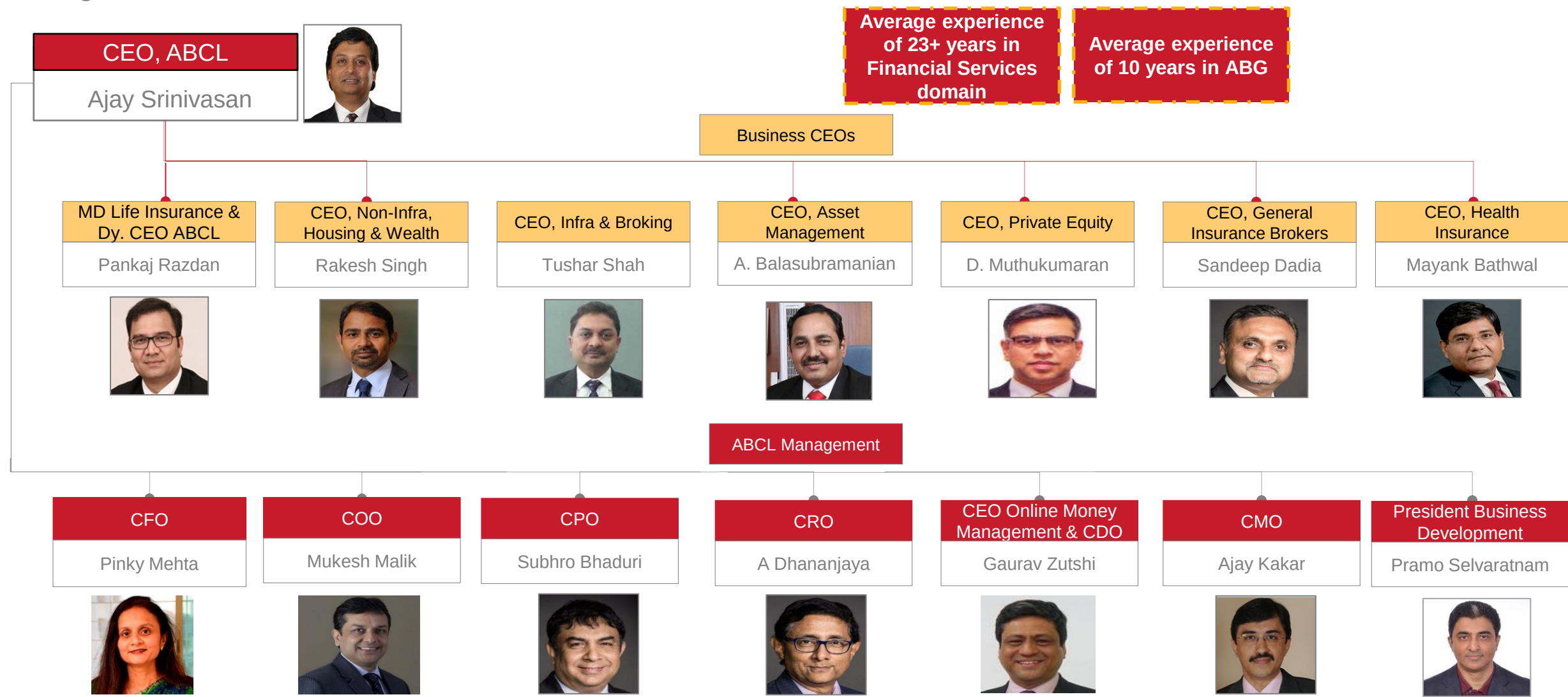


Operations Risk Management



Experienced Leadership

Management structure



Awards & Recognitions



HR & BUSINESS EXCELLENCE

- ❑ B.M Munjal Award for Learning & Development 2017 (Private sector services)
- ❑ 'IMC Ramakrishna Bajaj National Quality Award' in the Service Category, 2016
- ❑ "Best companies to work for" by Business Today and PeopleStrong, 2016
- ❑ Top 50 companies to work by 'Great Places to Work For' Institute among 700 companies, 2016
- ❑ Society for Human Resource Management (SHRM) award for 'Excellence in Developing leaders of Tomorrow', 2016

MARKETING

- ❑ Gold & Silver in Midas Awards New York, 2016
- ❑ Best Digital Integrated Campaign' & 'Best Digital Marketing Campaign' by 'BBC Knowledge National Digital Marketing Awards'
- ❑ 'Abby 2017 Bronze' for 'The Movekars' campaign, 2017

PERFORMANCE

- ❑ Overall Fund House of the Year at Thomson Reuter Lipper Awards, BSLAMC, 2016
- ❑ 6th Annual Indian Legal awards for 'Best Insurance In-house Legal team, BSLI, 2016
- ❑ Best of the Best Awards, "Best Fund House - Investor Education", at the Asia Asset Management Awards, BSLAMC, 2016
- ❑ 'CIO of the Year - Equity' & 'CIO of the Year- Fixed Income' at the Asia Asset Management Awards, BSLAMC, 2016
- ❑ Runner Up – Equity AMC of the Year, at the Outlook Money Awards, BSLAMC, 2016
- ❑ Ranked 4th in customer loyalty in a study conducted by Kantar IMRB, BSLI, 2017

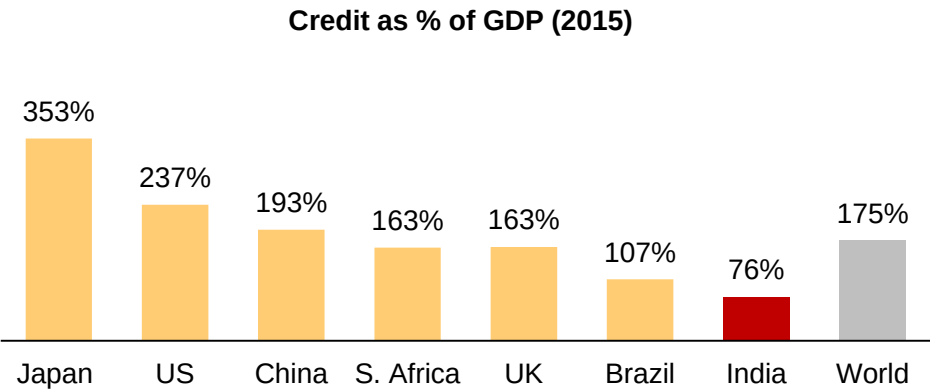
3

Key Business Segments Snapshot

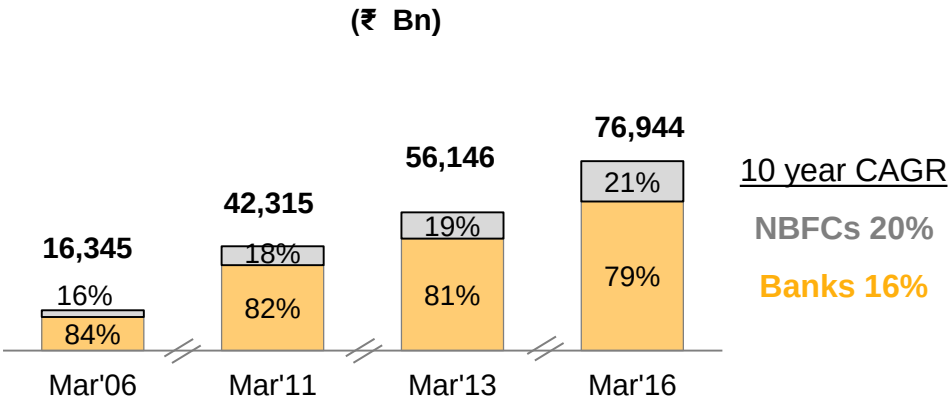
Indian NBFC sector



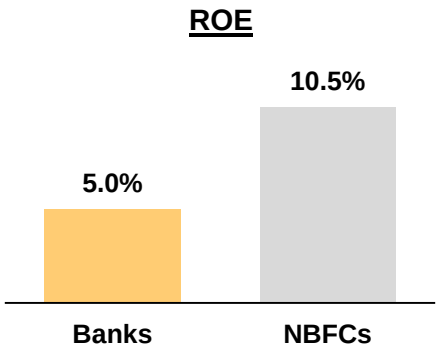
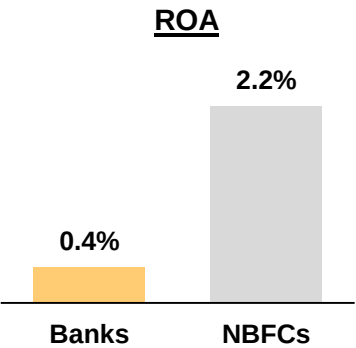
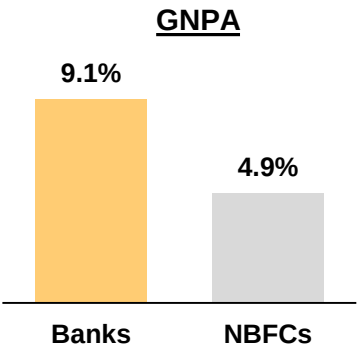
Highly underpenetrated market



Rising share of non-banks in credit growth



NBFCs outperforming banks in asset quality and returns by a wide margin



Note: GNPA, ROA and ROE are for half year ended 30th Sep'16. ROA and ROE are annualised

Source: World Bank, RBI & Kotak Institutional Equities

Aditya Birla Finance

Consistently delivering quality growth



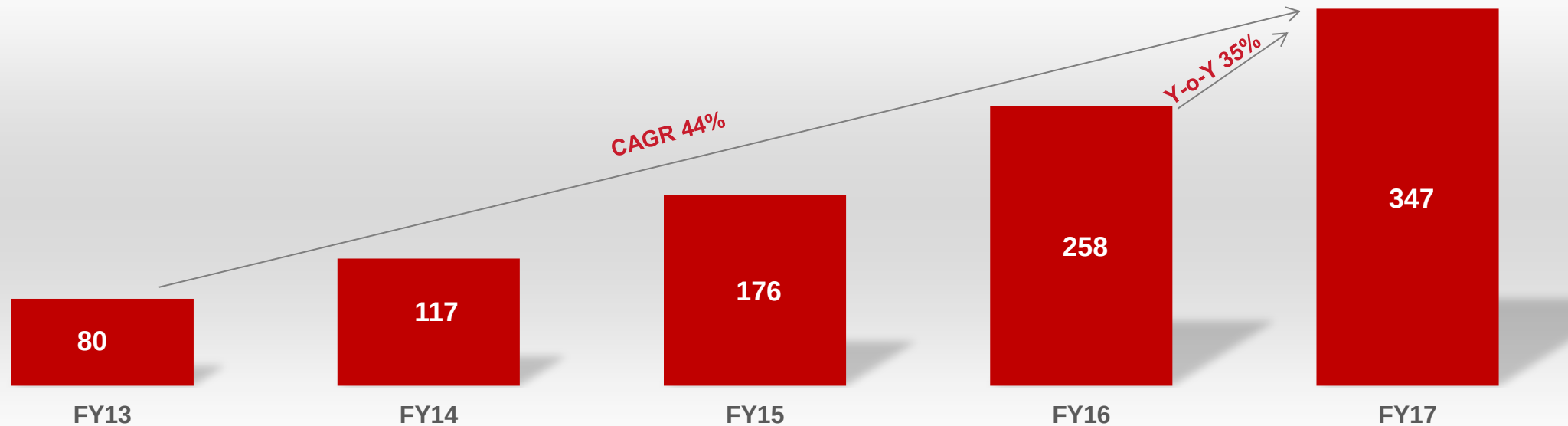
“Among Top 5” – Largest Private Diversified NBFCs in India¹

Gross NPA of 0.47% at 120 DPD

A1+ rating for short term debt & AA+ rating for long term debt

Capital Infusion of ₹ 28.2 Bn in past 5 years to support growth

Lending Book
(₹ Bn)



¹based on AUM as of March 31, 2017

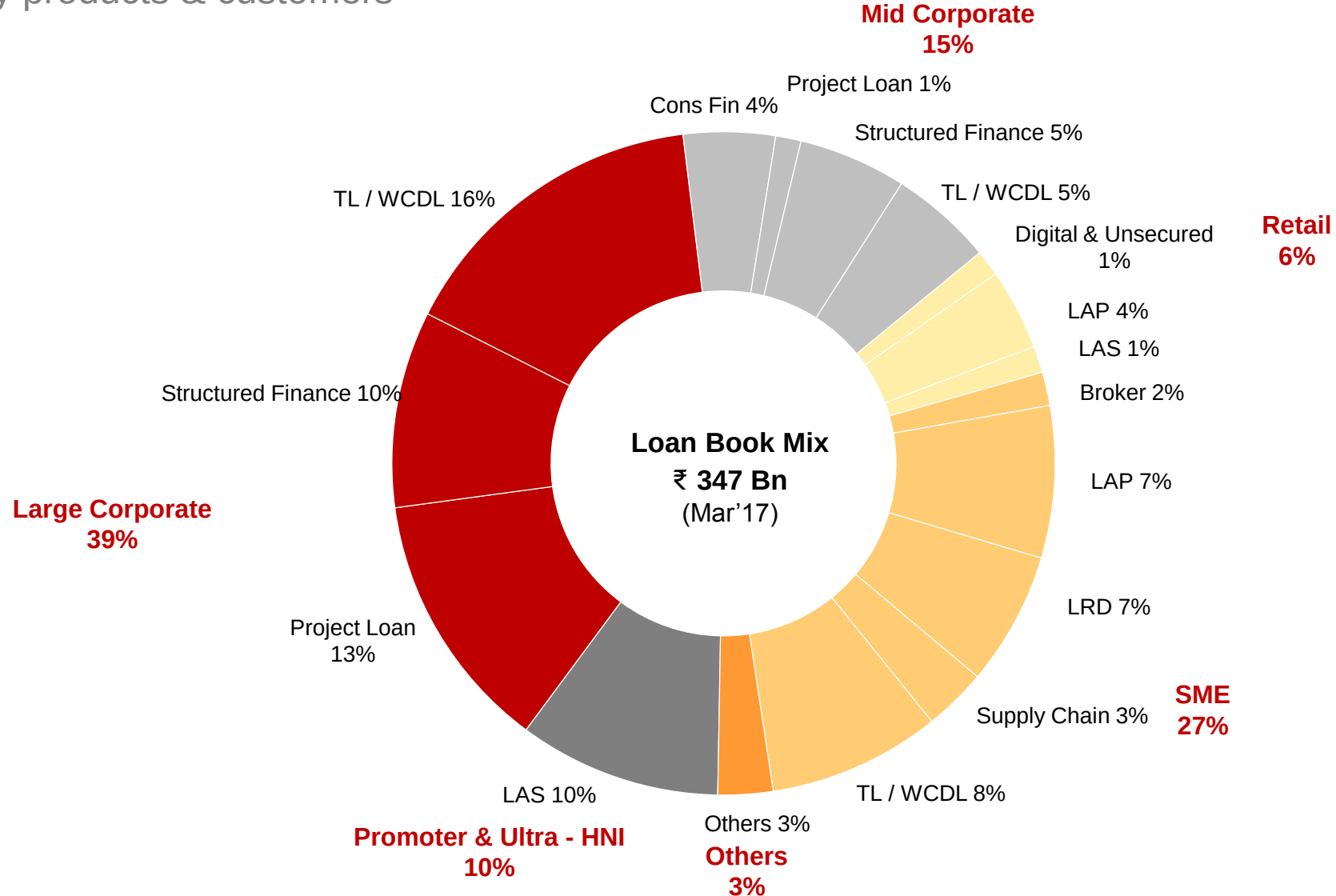
Note: Wealth management business merged with ABFL wef 1st April, 2016. Wealth AUA stood at INR 135 Bn as on 31st March 2017

Source: CRISIL(Refer to CRISIL report for notices and disclaimers)

Aditya Birla Capital

Diversification (1/2)

Portfolio mix by products & customers

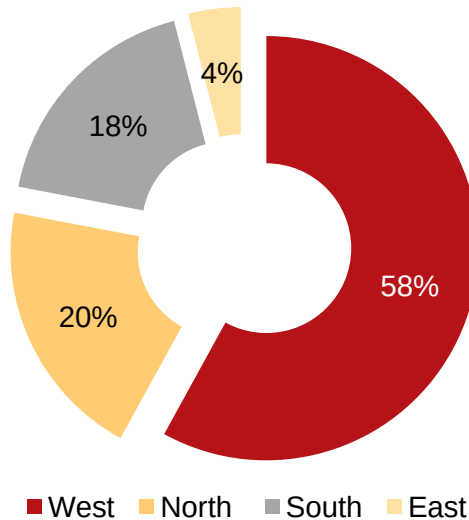


Diversification (2/2)

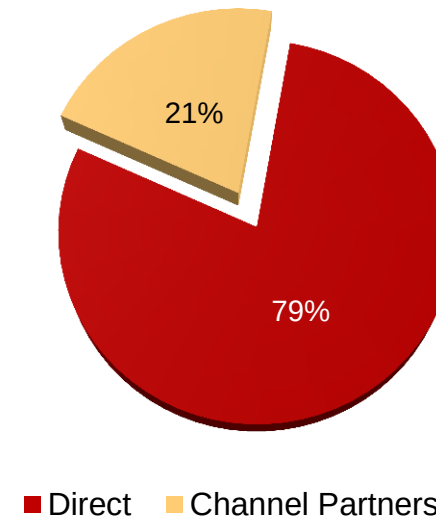
Accessing wider market with risk mitigation

In the Past		FY12 - 13				FY14 - 17		Planned Foray
Margin Trade Funding	IPO Funding	Supply Chain Finance	Loan against Property	Lease Rental Discount	Com. Property purchase	Personal Loans	Wealth Management	Healthcare Financing
Promoter Funding	Loan against Shares	SME Lending	Project & Structured Finance	DCM	Builder Finance	Digital Lending	Unsecured Business Loans	Consumer Durables Financing
								Education Loans

Portfolio Mix by Geography (%) (Excl Wealth)

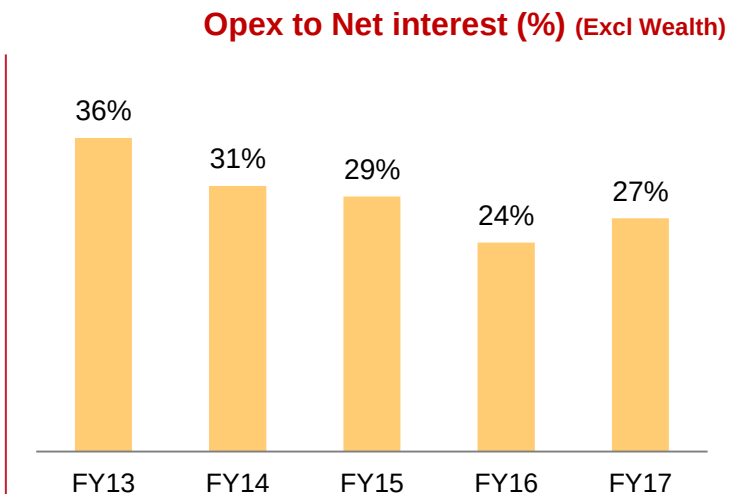
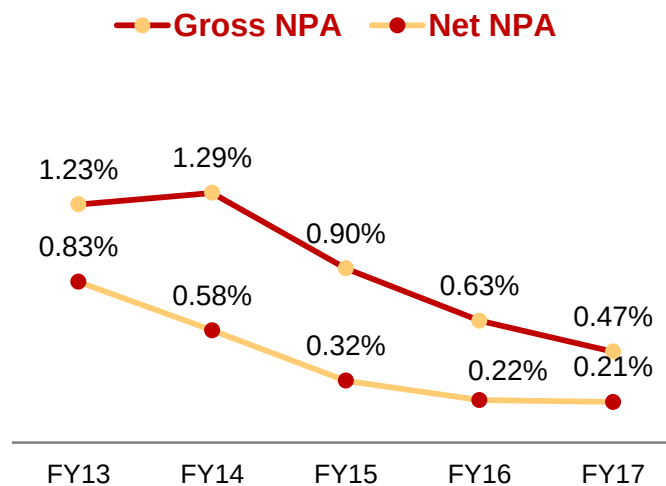
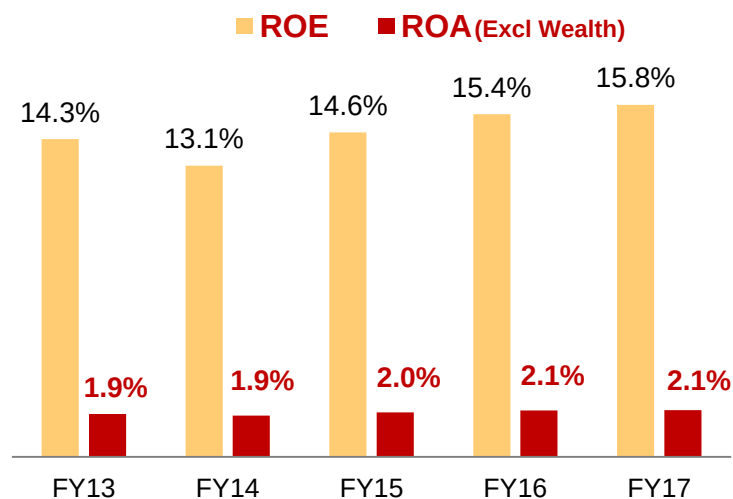
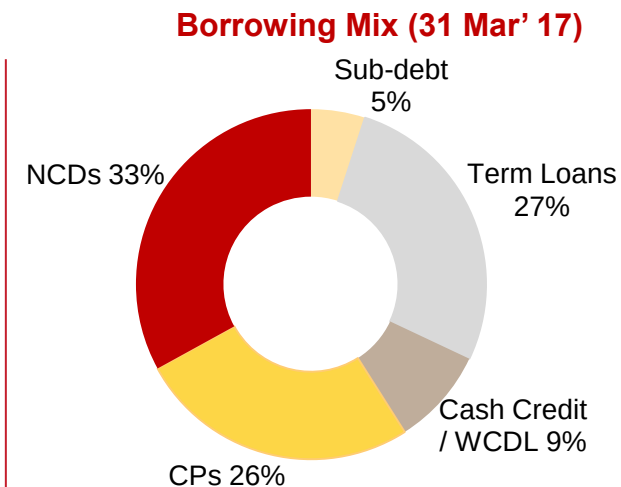
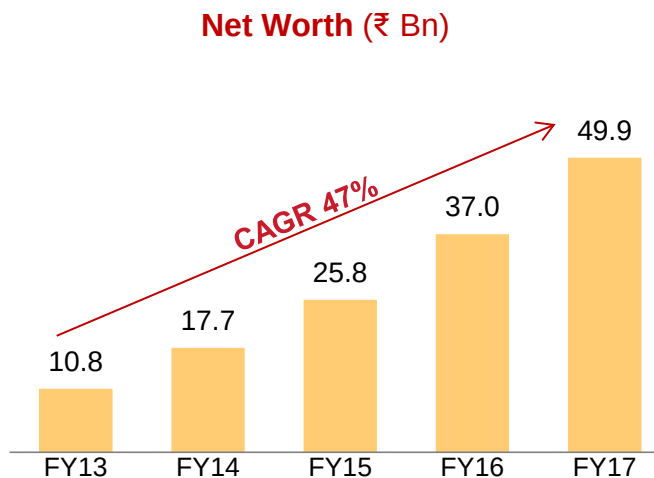
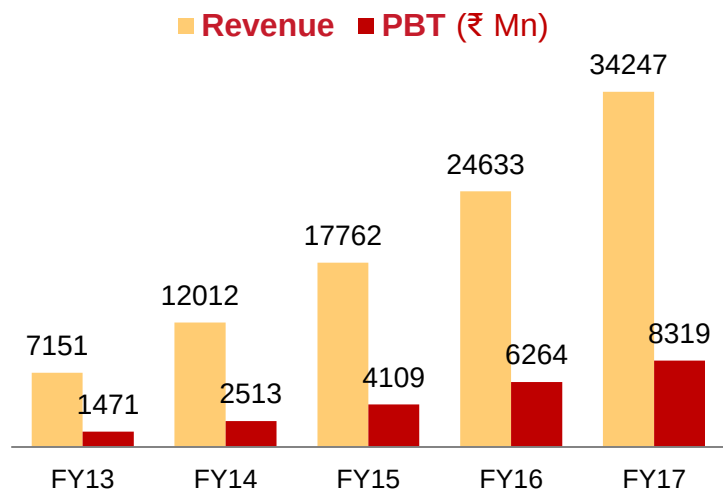


Sourcing Mix (%) (Excl Wealth)



Aditya Birla Finance

Key Financials, Value Drivers & Metrics



Note: Financials are as per IGAAP. Aditya Birla Finance Limited uses simple equivalent to monthly compounding to calculate ROE. Gross & Net NPA figures are for 180 DPD till FY15, 150 DPD in FY16 & 120 DPD in FY17

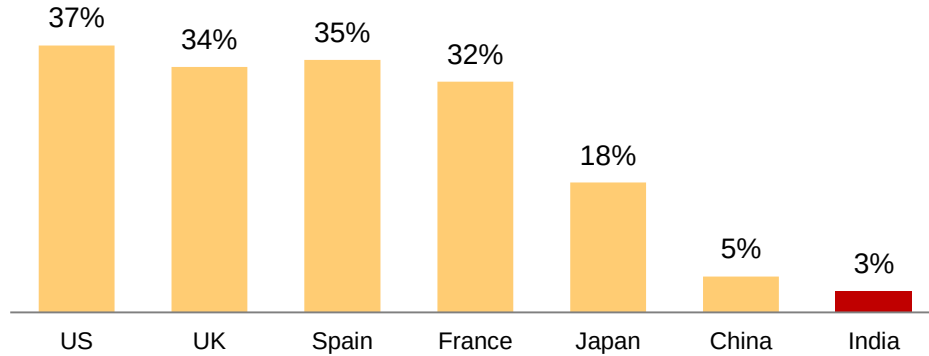
Aditya Birla Housing Finance

A growth business with low credit losses



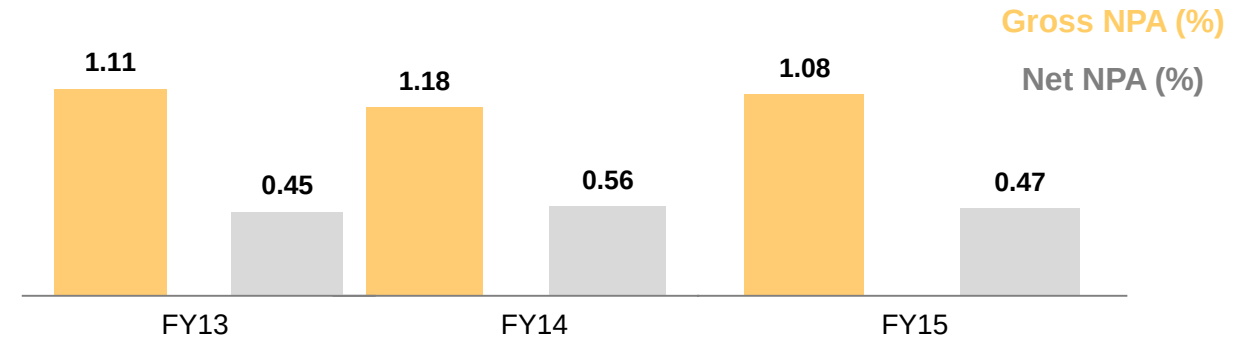
Highly underpenetrated market

Housing Loan as % of Total Loan Portfolio (2015)

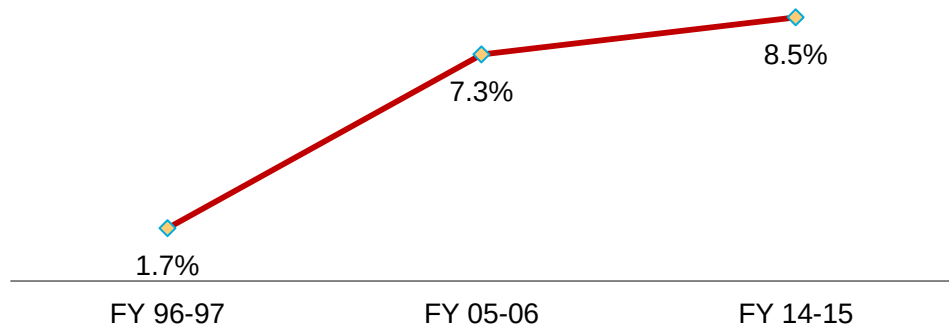


Sector with low credit losses

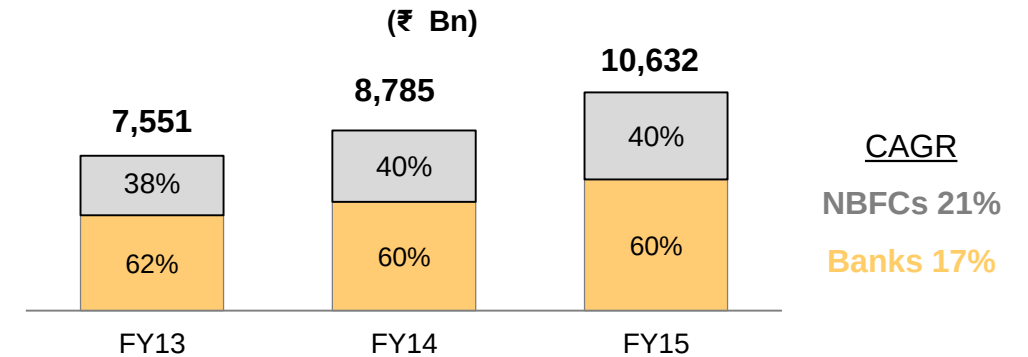
Gross & Net NPA of all Housing Finance Companies



Rising share of housing loans as % of GDP at market prices



Share of non-banks in outstanding housing loans



Source: NHB

Aditya Birla Housing Finance

Key Financials, Value Drivers & Metrics



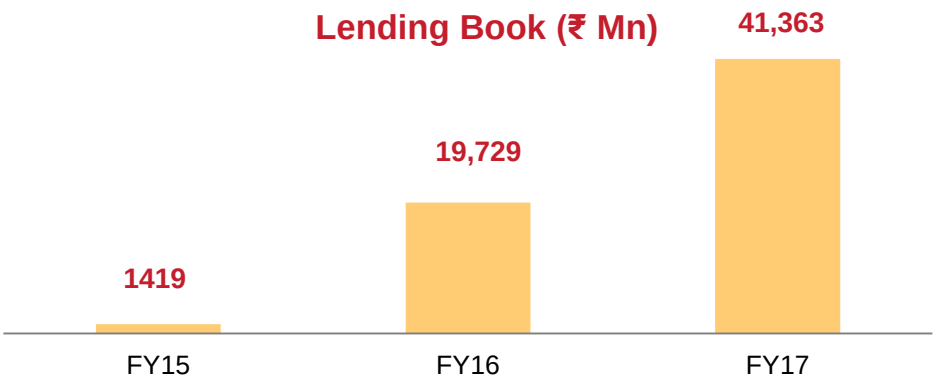
Commenced operations in October '14

Footprint expanded to 34 markets by March '17

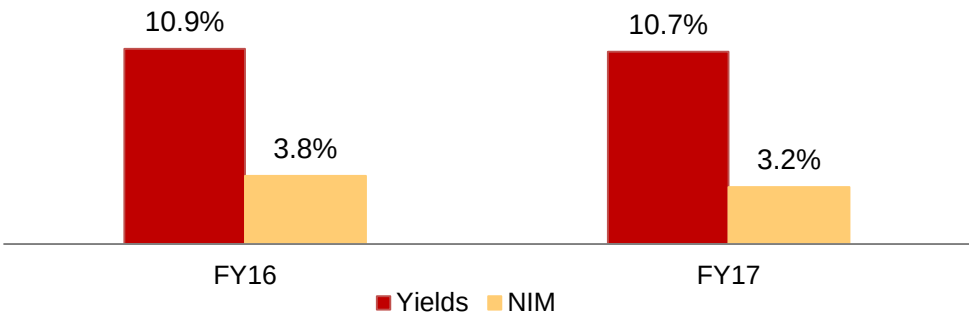
Net Worth at ₹ 3675 Mn as on March '17

Turned profitable within 7 quarters of full operations

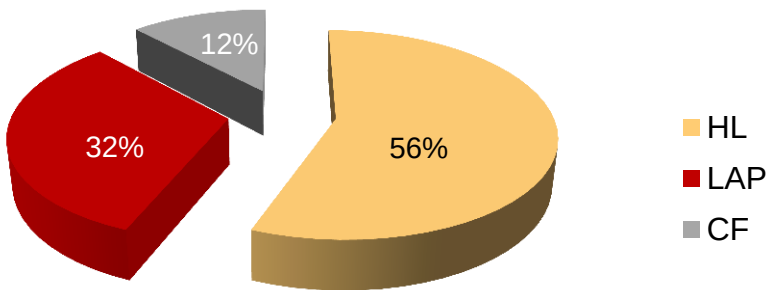
Lending Book (₹ Mn)



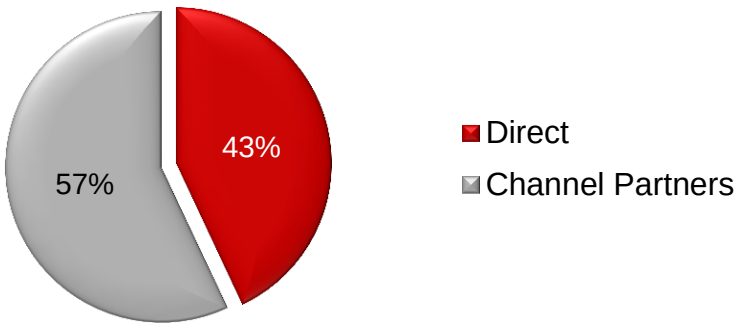
Yields & NIM (%)



Product composition (%)



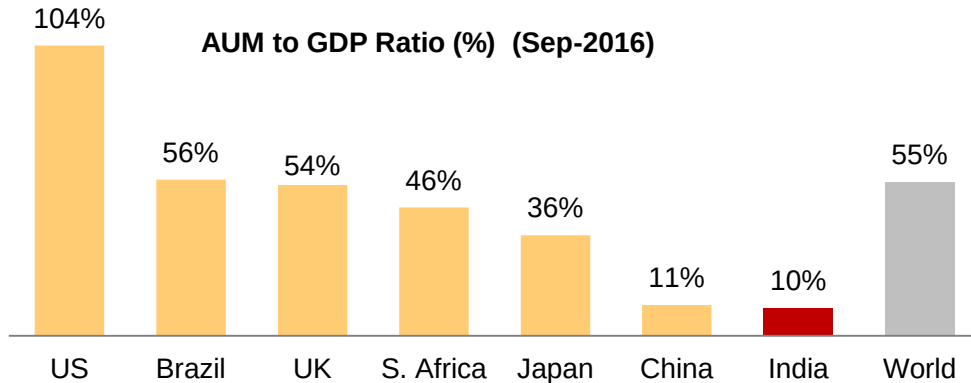
Sourcing Mix (%)



Note: Financials are as per IGAAP

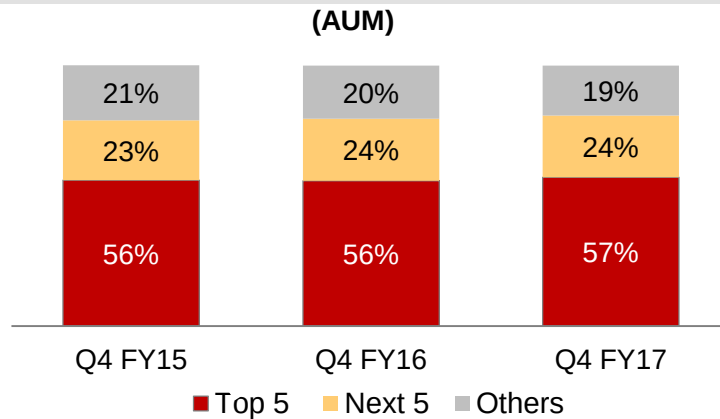
Indian Mutual Fund Industry

Highly underpenetrated market

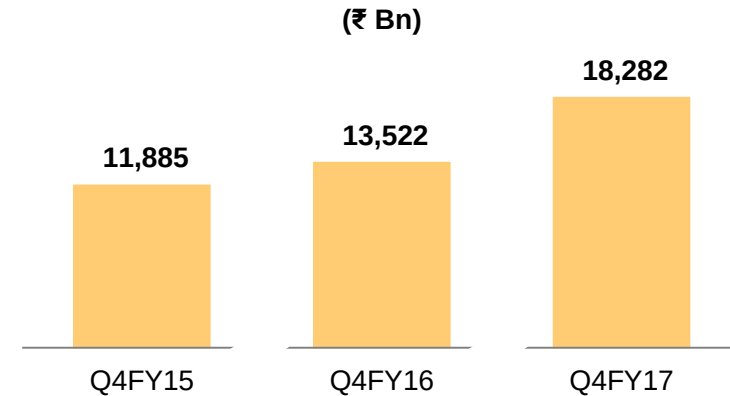


Note : GDP at current prices - 2015

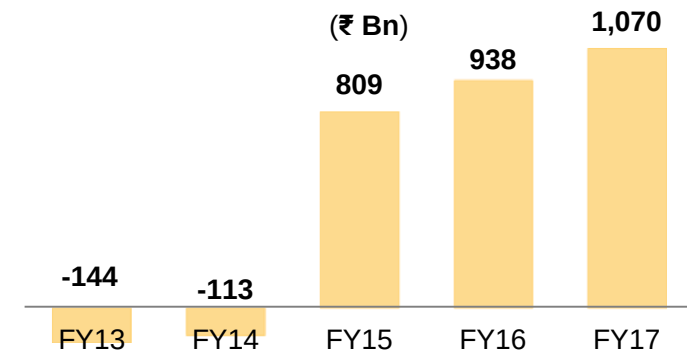
Highly concentrated industry



Industry AUM has grown at 24% CAGR in 2 years



Strong growth in net equity inflows



Source: World Bank, IIFA, SEBI, & AMFI

Birla Sun Life Asset Management

Consistent growth on the back of superior investment performance

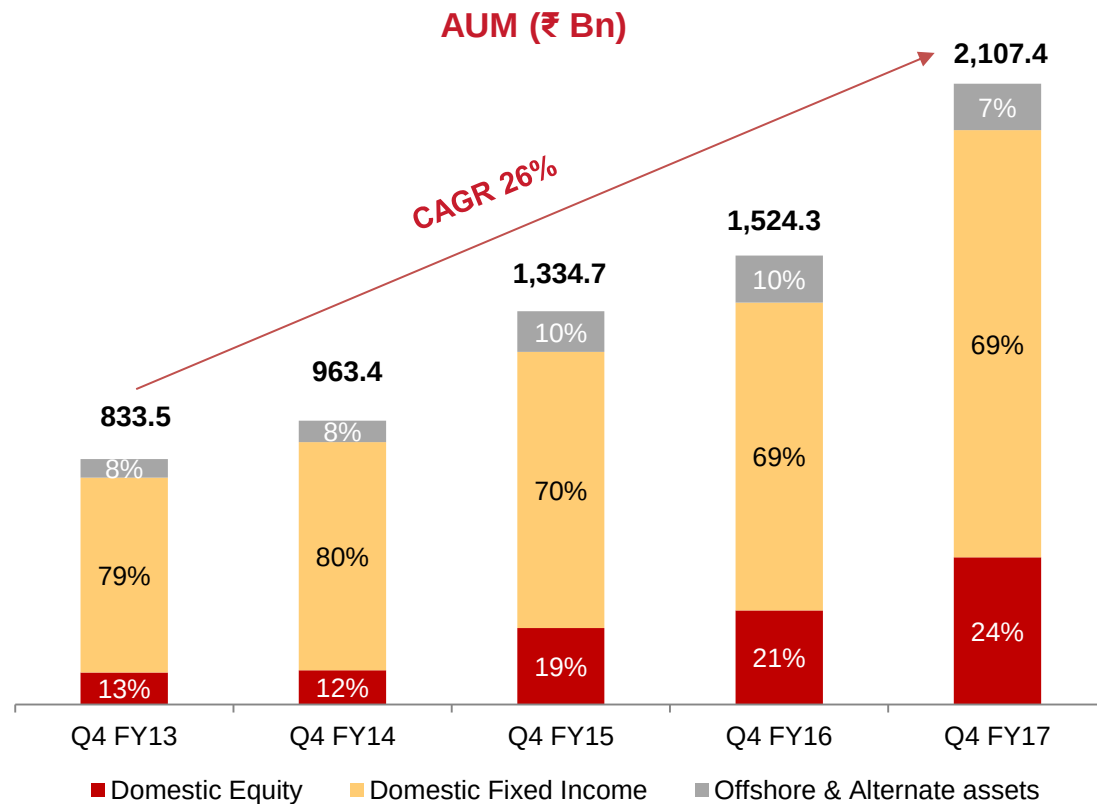


4th Largest in India with AUM of ₹ 2,107 Bn (Q4 FY 17)

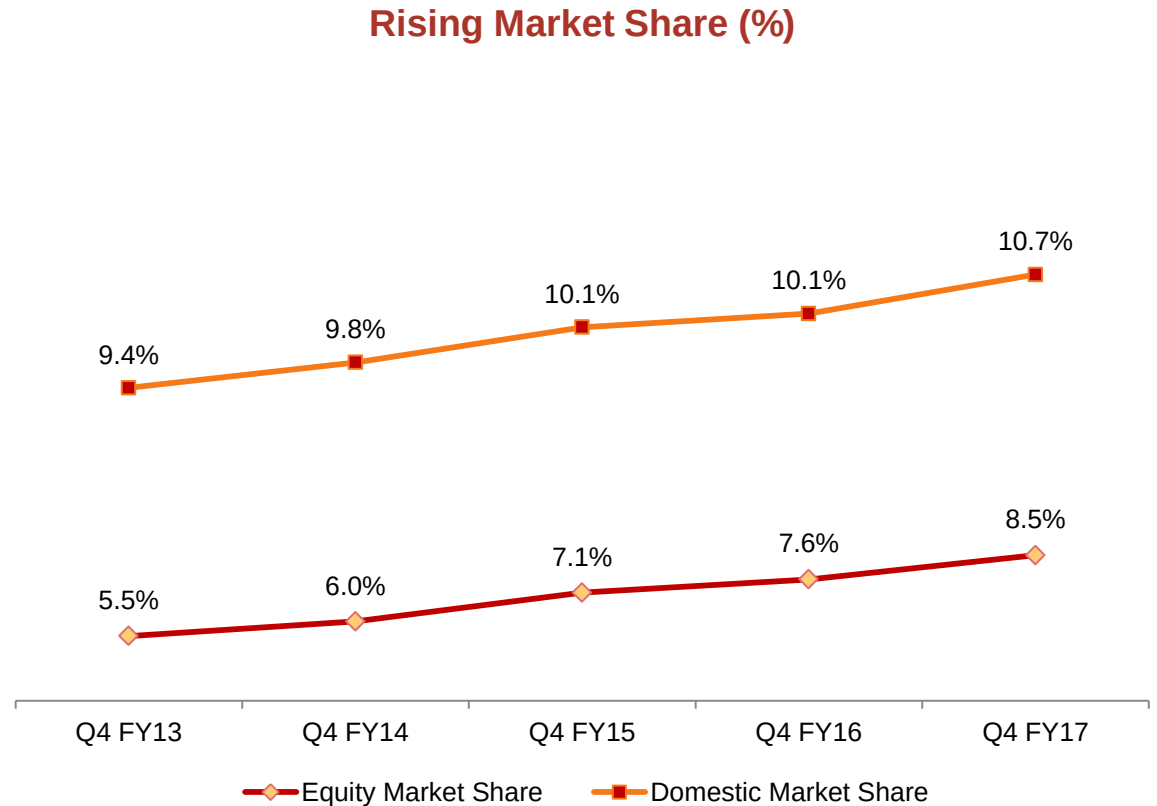
#4 in Equity AAUM

Alternate Assets AuM at ₹ 157 Bn (Q4 FY 17)

Multi channel distribution including Banks, NDs, IFAs & Direct



Note: Financials are as per IGAAP



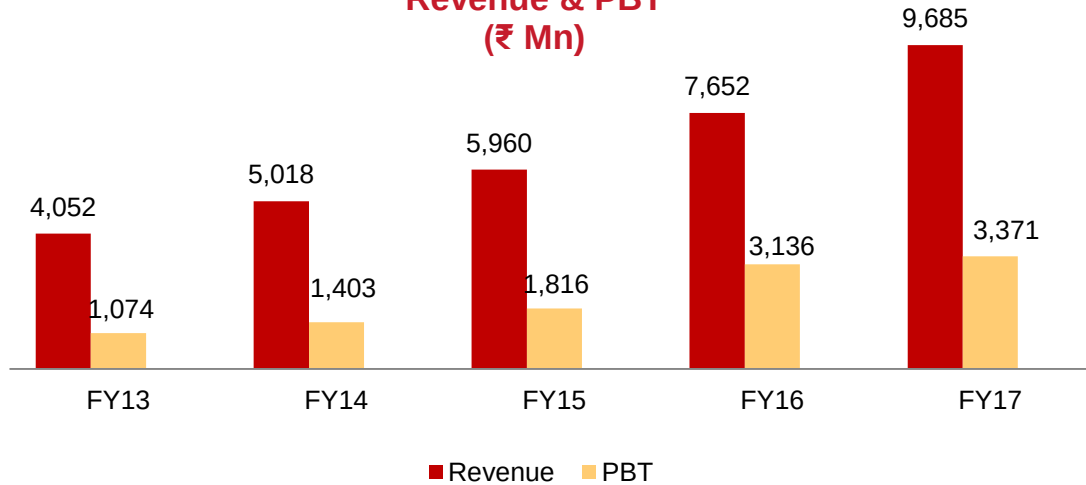
Source: AMFI

Birla Sun Life Asset Management

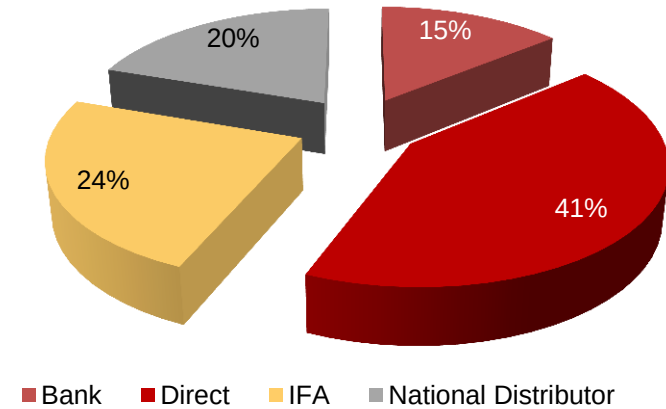
Key Financials, Value Drivers & Metrics



Revenue & PBT
(₹ Mn)

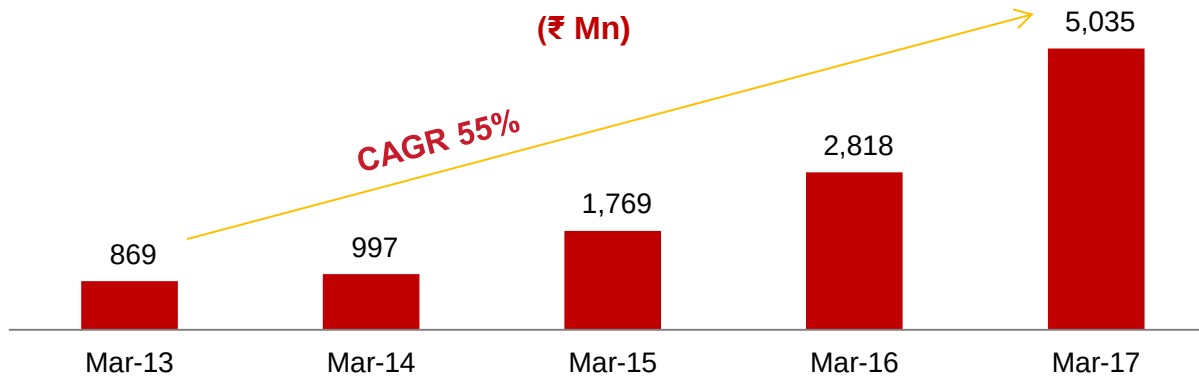


Channel Mix
%

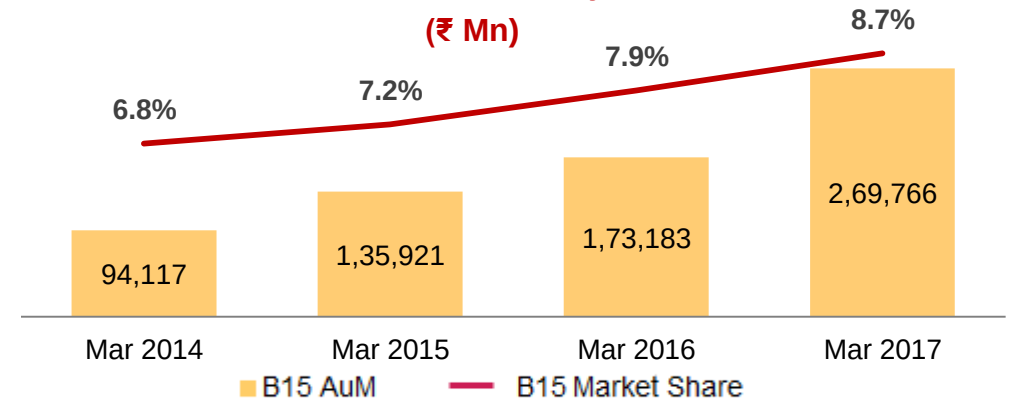


SIP book size grew 5.5x
(₹ Mn)

CAGR 55%



B15 Cities Monthly AAuM
(₹ Mn)



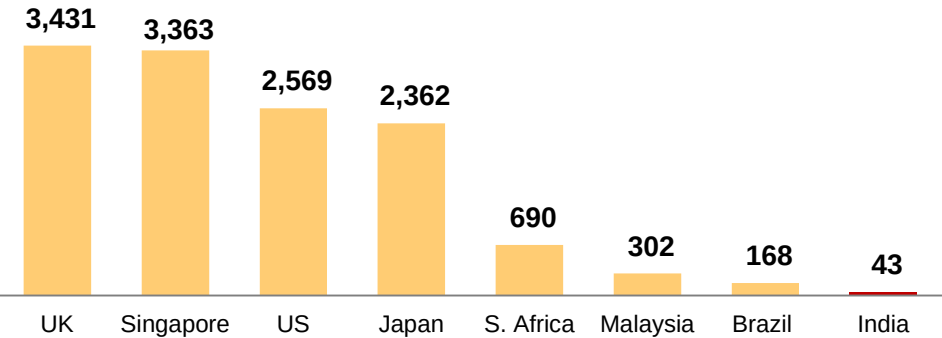
Note: Financials are as per IGAAP

Source: AMFI

Indian Life Insurance Industry

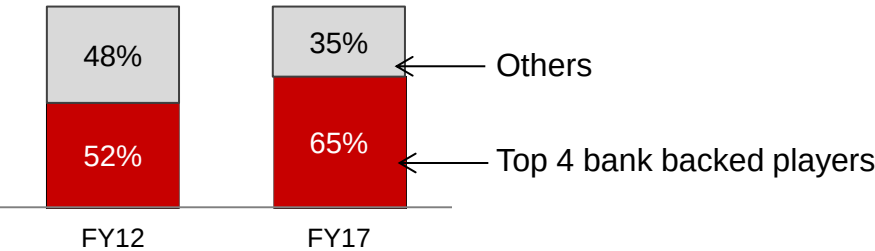
Highly underpenetrated market

Life Insurance premium density per capita (USD) [2015]



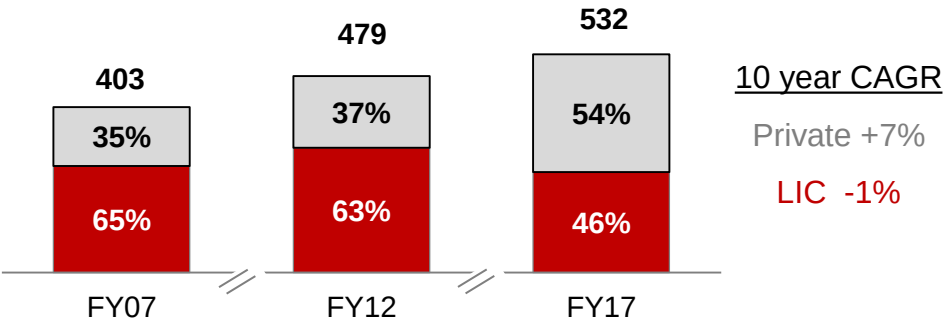
Channel mix has favoured bank backed players

Share in private player's individual APE



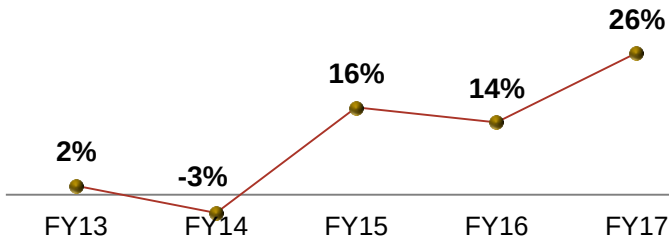
Private players driving growth & gaining share

Individual APE (₹ Bn)



Private players increasing individual APE growth

Growth in private player's individual APE



Note: Annual Premium Equivalent (APE) = 100% of regular premium + 10% of single premium

Source: OECD & IRDA Report

Birla Sun Life Insurance

Key Highlights



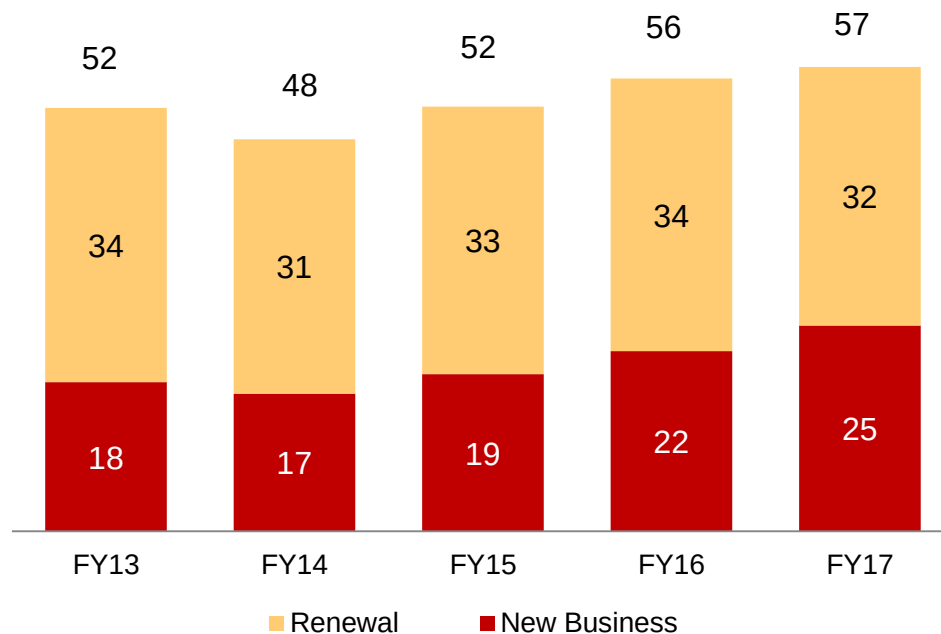
¹# 5 private life insurer with new business market share at 7.1%

¹#1 in group business (~25% APE share FY17)

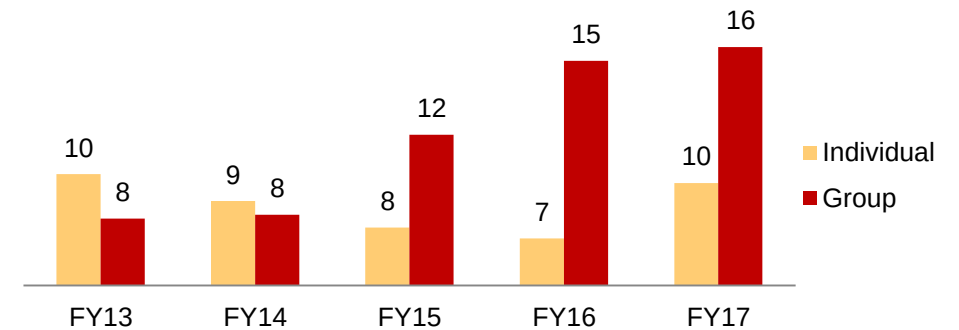
13th Month persistency : 71.5%

Multi channel distribution including Agency, Bancassurance, Brokers & Direct Marketing

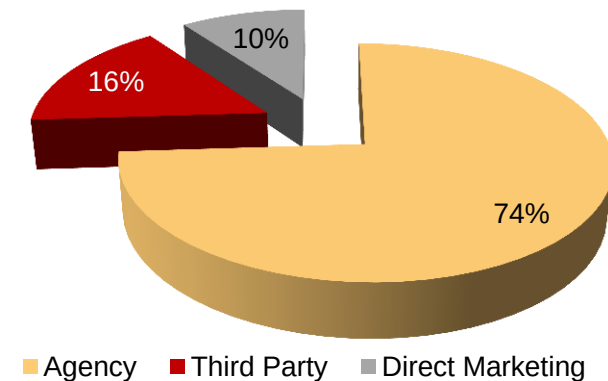
Total Premium (₹ Bn)



New Business Premium (₹ Bn)



Individual New Business Mix



¹FYP Annual Premium Equivalent (APE) = 100% of regular premium + 10% of single premium including both individual & group premium

Note: Financials are as per IGAAP

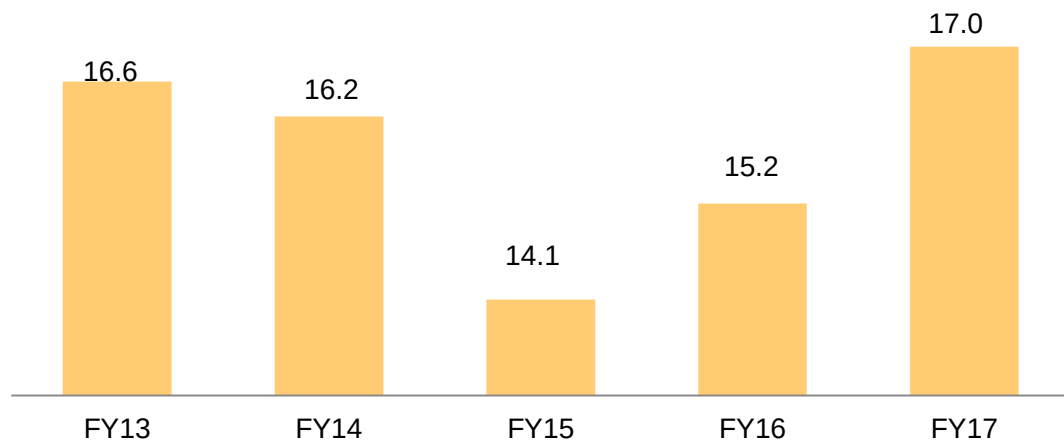
Source: IRDA

Birla Sun Life Insurance

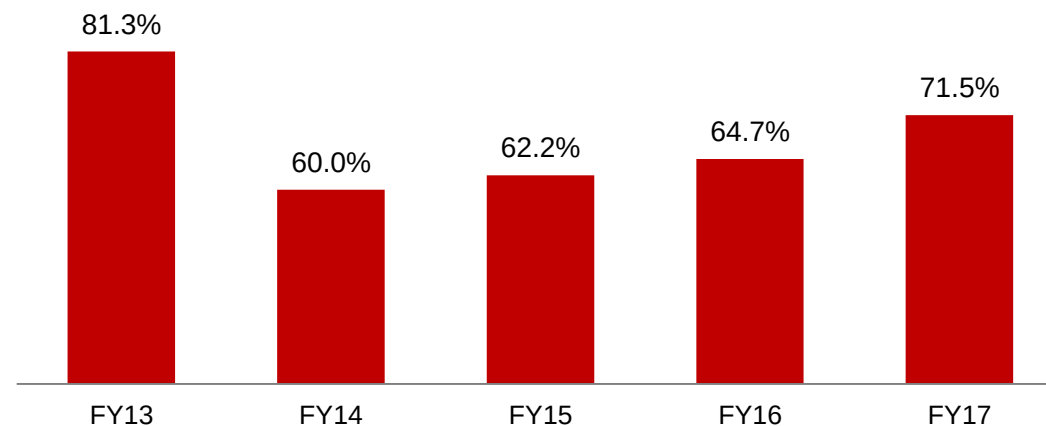
Key Financials, Metrics & Value Drivers



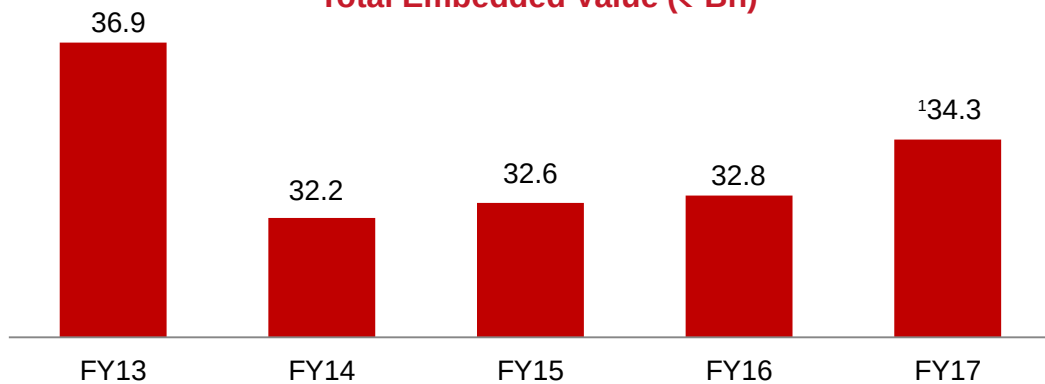
VNB Margin (%)



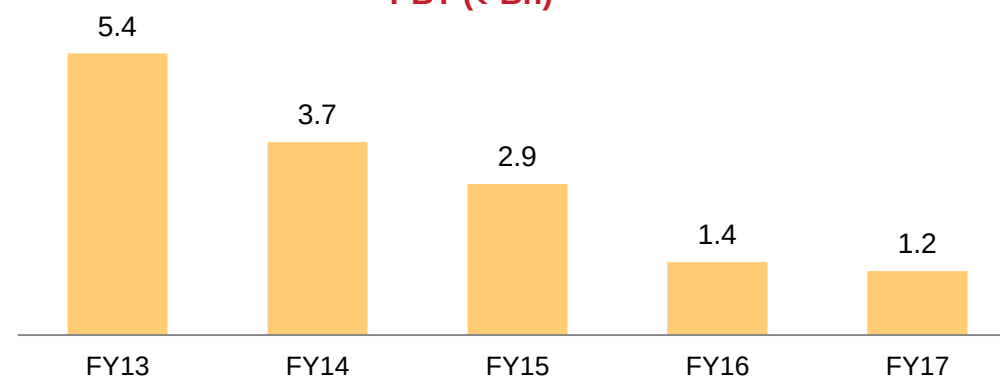
13th Month Persistency (%)



Total Embedded Value (₹ Bn)*



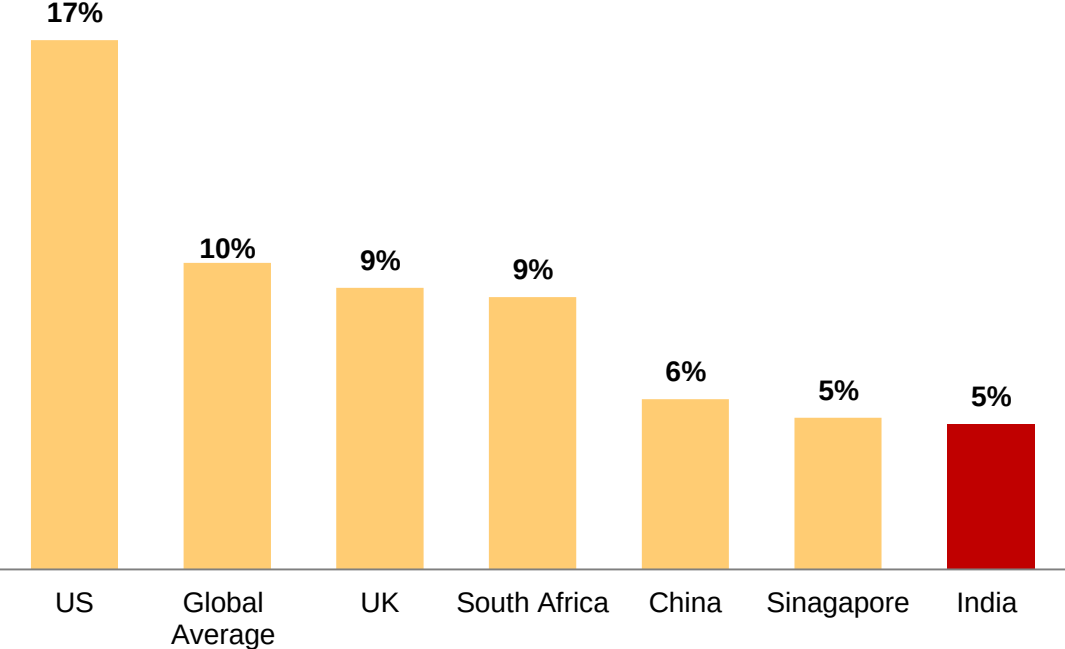
PBT (₹ Bn)



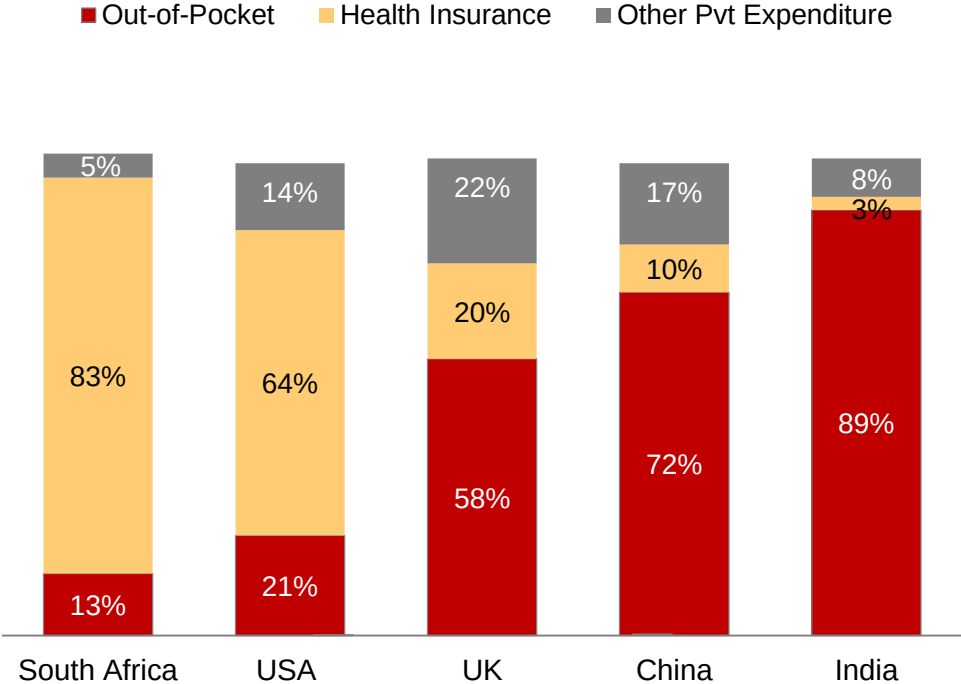
¹:Provisional *Calculated as per TEV method Note: Financials are as per IGAAP

Indian Health Insurance Industry

Lowest expenditure on health among peers



89% of health expenses funded Out-of-Pocket



Source: WHO 2014

Aditya Birla Health Insurance - An exciting Partnership



51:49 JV of Aditya Birla Capital and MMI Holdings.

Business launched in Nov'16

Unique product opening doors of distributors

MMI Holdings - our J. V. Partner

- ❑ Diversified financial services leader from South Africa
- ❑ Experience in Incentivized Wellness which has been integrated successfully
- ❑ Sound technical and product capabilities incl. Chronic care & Wellness

Distribution

- ❑ Tied-up with 4 banking partners -
 - ❖ HDFC Bank
 - ❖ Deutsche Bank
 - ❖ DCB Bank
 - ❖ RBL Bank
- ❑ Agency - Initial roll out in 7 cities and 9 branches with around 1,800 Agents
- ❑ Tie-up with 50+ Brokers and Digital and Online Tele-assisted channel launched

Product Proposition

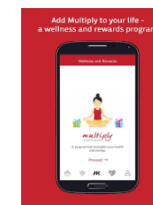
- ❑ Unique offerings include Chronic Care and Incentivized Wellness
- ❑ Move from “Buy & Forget” to “Buy & Engage” with philosophy of ‘Health First’

Digital Ecosystem

- ❑ Digitized delivery and use of technology to integrate entire ecosystem
- ❑ Key digital assets launched – Seller portal and Customer APP – ‘Activ Health’



- ❑ Wellness app 'Ab Multiply' live on App Stores



Aditya Birla Insurance Brokers & Aditya Birla Money



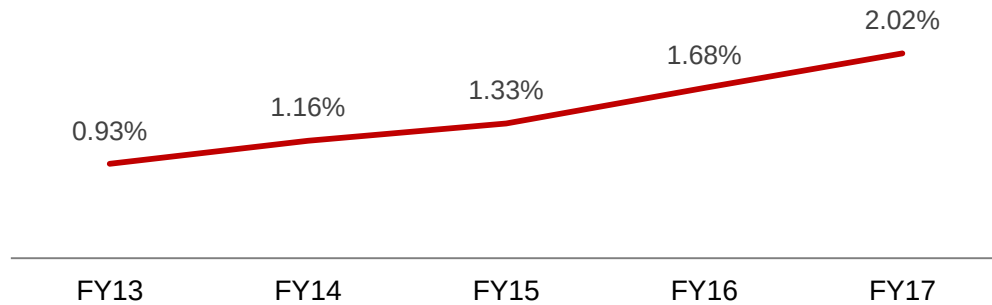
Our premium placement rose y-o-y by 59% vs 32% for the industry, FY17

Ranked amongst Top 5 General Insurance Brokers in India

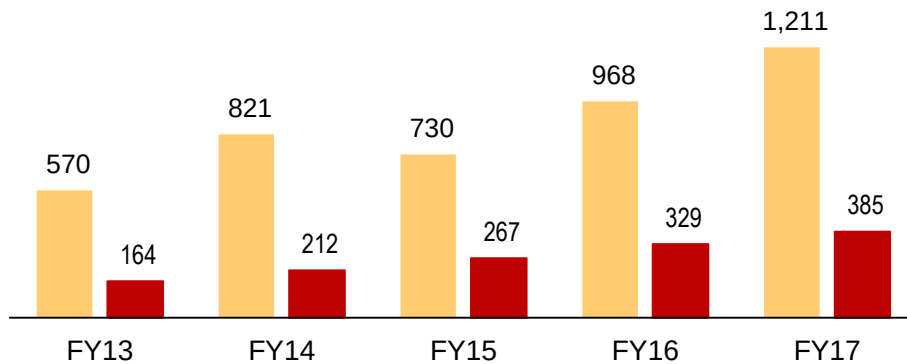
Growth is back in Broking business

Using digital initiatives to build a "Technology Driven Advisory Platform"

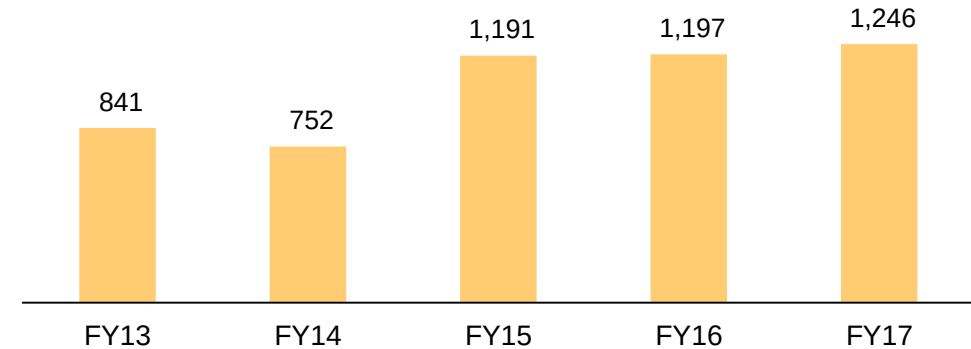
¹ABIBL Market Share (%)



ABIBL Revenue & PBT (₹ Mn)



ABML Revenue (₹ Mn)



ABML PBT (₹ Mn)



¹ Market share is indicative Note: Financials are as per IGAAP

Source: GIC

Aditya Birla My Universe



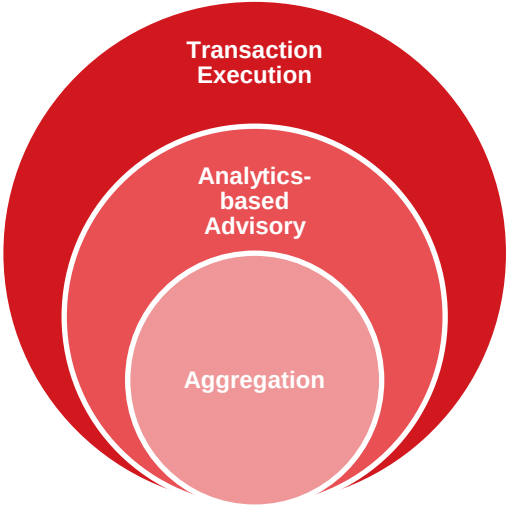
Leading Online Money Management Platform

Automated PFM mobile app with online aggregation in India

One of the largest SIP distributors by Numbers

International Finance Corporation is a strategic investor in My Universe

Full service financial multi-product platform



Product Offerings				
Mutual Funds	Equities	Loans & Credit Cards	Life & General Insurance	Others – Bonds, Tax-filing, etc.

3.76 Mn

Registered users

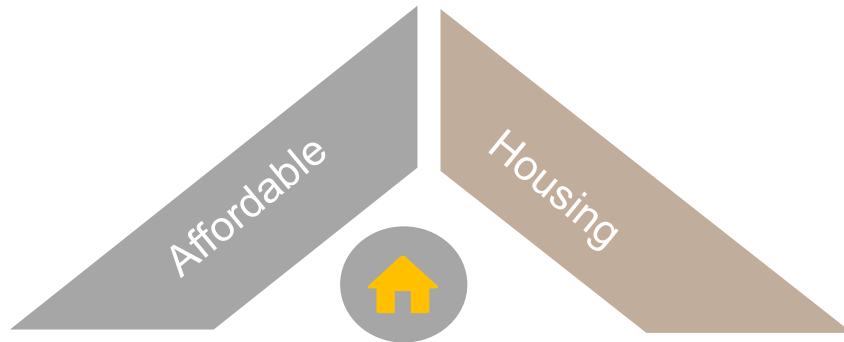
1.3 Mn

User aggregated accounts

₹ 205 Bn

Money under aggregation

Growth Opportunities



Average Ticket Size	INR 8 – 15 Lakhs
Customer Segment	Low/ Middle Income Group
Pilot	In progress at 21 locations

- Online Direct Business
- E commerce Anchor Business
- Program Based Lending
- Digital process end to end

- Rise in NPAs provides supply with 80% of market untapped
- Expected commercial launch in Q3 / Q4 2018 post RBI approval
- Business moving to cash basis will need to create operational turnaround

4

Way Forward

ABC Roadmap

Branding



- Unified brand – Aditya Birla Capital

Digital



- Leverage digital assets to drive customer acquisition and improve experience

Customer



- Unified experience

Cross Sell



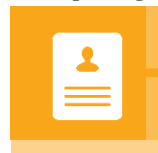
- Analytics capability
- Cross sell & upsell

Distributor



- Common distributor program

Employee



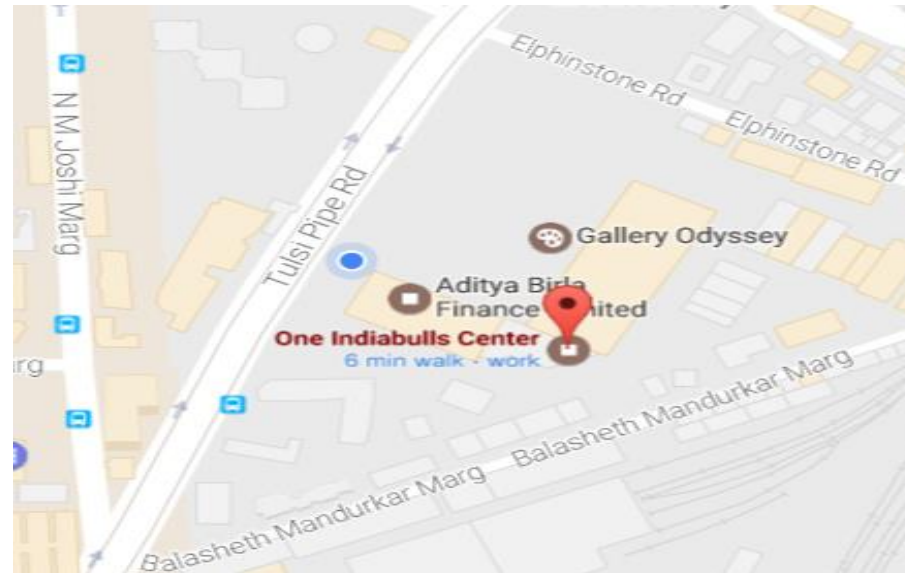
- Building leadership pipeline
- Great place to work

Inorganic Growth



- Strategic tie-ups
- Acquisitions

Contact Us



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