



Ref : SECTL/2014 - 08

29<sup>th</sup> March, 2014

**Mr. Gopalkrishnan Iyer**  
**GM, DCS-CRD,**  
Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**MUMBAI – 400 001.**

Fax # 022-22723121/ 22722037  
22722041/ 22723719  
22722039/ 22722061

**The Secretary**  
National Stock Exchange of India Limited,  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G-Block,  
Bandra-Kurla Complex, Bandra (East)  
**MUMBAI – 400 051.**

Fax # 022-26598237/38

Dear Sirs,

**Sub: Alloment of Preference Shares**  
**Ref: Scrip Code: BSE – 532974 ; NSE – BIRLA MONEY**

We wish to inform you that a Committee of the Board of Directors of the Company, has today allotted 1,00,000 8% Redeemable Non Convertible Non Cumulative Preference Shares of Rs.100/- each at a premium of Rs.400/- per share for cash aggregating to Rs.5,00,00,000 on a private placement basis to Aditya Birla Financial Services Private Limited, holding company of the Company.

The above is for your information and record.

Thanking you,

Yours faithfully,  
For **Aditya Birla Money Limited,**

  
**S. Balaji**  
**Company Secretary**

