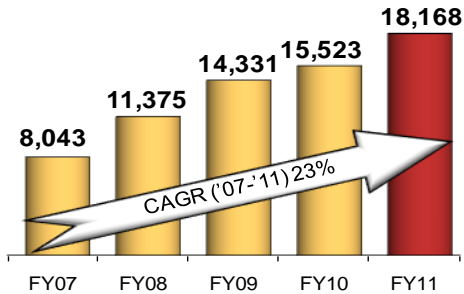


## Aditya Birla Nuvo Ltd : A Snapshot

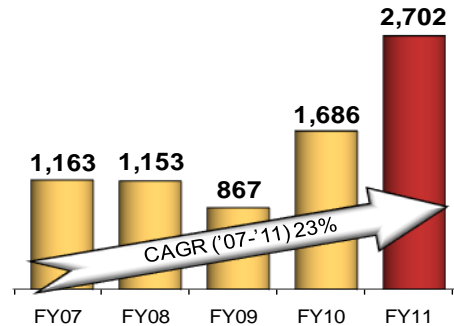


Aditya Birla Nuvo Ltd. (ABNL), a USD 4 billion conglomerate by revenue size, is part of Aditya Birla Group, a USD 35 billion Indian business group having multinational presence. Having a market cap of ₹ 10,352 Crore, ABNL is present across Financial Services, Telecom, Fashion & Lifestyle, IT-ITeS and Manufacturing businesses.

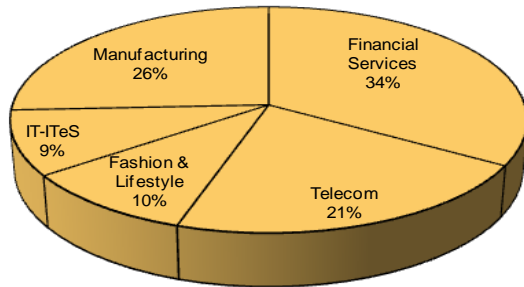
Consolidated Revenue (₹ Crore)



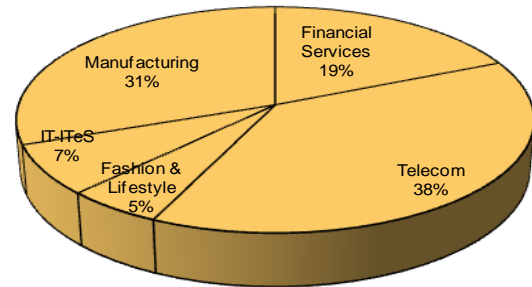
Consolidated EBITDA (₹ Crore)



Consolidated Revenue Mix – FY11



Consolidated EBITDA Mix – FY11



### **ABNL commands leadership position in India across its businesses:**

- Aditya Birla Financial Services (ABFS) is a large non bank financial services player managing AUM of ₹ 88,300 Crore and having a revenue size of ₹ 6,296 Crore. Trusted by ~5.5 million customers and anchored by over 17,000 employees, it has a nationwide presence through more than 1,700 points of presence and about 200,000 agents / channel partners. ABFS is one of the two non bank players in India which rank among top 7 players in both the life insurance and asset management businesses.
- Birla Sun Life Insurance (BSLI) is a 74:26 joint venture between ABNL and Sun Life Financial, Canada. BSLI improved its ranking to 4th among private players with an enhanced market share of 8.7% in H1FY12. It reported Embedded Value of ₹ 4,108 Crore as on 31<sup>st</sup> March 2011 and VNB margin at 27.5%. It is managing AUM of ₹ 19,321 Crore as on 30<sup>th</sup> September 2011. It sells one life insurance policy every minute. BSLI has one of the best persistency ratios in the industry.
- Birla Sun Life Asset Management (BSAMC) is a 50:50 joint venture with Sun Life Financial, Canada. BSAMC ranked 4th in India with an AUM size of ₹ 67,897 Crore as on 30<sup>th</sup> September 2011. It is one of the two best performers in terms of mobilizing equity AUM consecutively for past two years.
- A prominent player in NBFC, Private Equity, Wealth Management, Broking & General Insurance Advisory space.
- ABNL holds 25.33% in Idea Cellular, a ₹ 325 billion company by market cap as on 30<sup>th</sup> September 2011 and ₹ 154 billion by revenue size. Idea is the third largest cellular operator in India with revenue market share at 13.9% (Q1FY12) and it has been the highest gainer of revenue market share since past two years. Idea ranks among top 10

cellular operators in the world with more than 1 billion minutes of usage per day. Serving a large customer base of over 100 million subscribers, Idea holds 16% in Indus towers, the world's largest tower company. Aditya Birla Group holds 46% in Idea Cellular. Idea has the highest 91.5% active subscribers' ratio in industry and is a leading net subscribers' gainer post launch of mobile number portability in India.

- Madura Fashion & Lifestyle is the largest premium branded apparel player in India selling one apparel every two seconds. Having revenue size of more than ₹ 1,800 Crore, it sells leader brands viz., Louis Philippe, Van Heusen, Allen Solly and Peter England through 1,021 exclusive brand outlets spanning across 1.5 million square feet area besides more than 1,250 departmental stores and multi brand outlets. It has a strategic distributorship tie-up with leading brand Esprit and it retails international brands under 'The Collective'.
- Aditya Birla Minacs is among top ten BPO companies in India with revenue size of about ₹ 1,700 Crore. Minacs has global delivery capacities serving several Fortune 500 clients through 35 centres and ~ 19,600 employees. It ranked among 'top five emerging outsourcers to watch for in North America' by Frost & Sullivan.
- Having combined revenue size of more than ₹ 4,600 Crore, ABNL's manufacturing businesses yielded ROACE of 26% and EBITDA margin of 16% in FY11.
  - ◆ Second largest carbon black manufacturer in India (Aditya Birla Group is the largest in the world in terms of capacity)
  - ◆ Among the best energy efficient fertiliser plants in India
  - ◆ India's largest and the world's fourth largest manufacturer of insulators
  - ◆ Second largest manufacturer of viscose filament yarn in India
  - ◆ Largest manufacturer of linen fabric in India

**Standalone Net Debt to Equity at 0.64 and Net Debt to EBITDA at 3.5 reflect strength of ABNL's balance sheet despite more than 60% of its standalone capital employed being deployed in long term investments in telecom, life insurance etc. This is supported by strong cash flows generated consistently by manufacturing businesses.**

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#### Other information as on 30<sup>th</sup> September 2011

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Promoter & Promoter Group shareholding (incl. 1.26% GDRs)	52.30%
Number of shareholders	148,063
Number of equity shares outstanding	113.51 million
Market Capitalisation (As per National Stock Exchange of India Ltd.)	₹ 10,352 Crore
Market Price per equity share (As per National Stock Exchange of India Ltd.)	₹ 912
Book Value per equity share (Consolidated)	₹ 629
Earnings per equity share (Consolidated : Non-annualised for H1FY12)	₹ 41.18

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For analysts coverage on ABNL visit : [http://www.adityabirlanuvo.com/investors/downloads/third\\_party\\_analysts\\_coverage.aspx](http://www.adityabirlanuvo.com/investors/downloads/third_party_analysts_coverage.aspx)

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