



## Aditya Birla Nuvo Limited

ICRA has reaffirmed the A1+ rating for the Rs. 10 billion short-term debt (including commercial paper) programme of Aditya Birla Nuvo Limited (ABNL). The rating indicates highest credit quality rating assigned by ICRA to short term debt instruments. Instruments rated in this category carry the lowest credit risk in the short term.

The rating takes into consideration the stability that the diversified businesses of ABNL provide to its cash flows, the favourable competitive position in its manufacturing businesses, the performance and value of the services businesses, and its conservative financial structure. ABNL enjoys strong financial flexibility by virtue of its position as a premier company in the A.V Birla Group, strong business and financial

profile of the group and significant market value of its investments. Some of ABNL's business, especially in IT/BPO and apparel retail are yet to achieve profitable operations and would continue to need management attention. Key services businesses like life insurance and telecom are in their investment phase. While post listing telecom business (Idea Cellular) is on self-sustained mode, life insurance business (Birla Sun Life Insurance) would need significant capital to sustain growth. ICRA notes, while the fund requirement at some of its investee companies will remain high over the medium term, the impact on the financial profile of ABNL is mitigated by the proposed Rs 10 billion preferential equity issue to promoters.

ABNL a premier company in the A.V Birla Group has a diversified portfolio of businesses, including carbon black, viscose filament yarn (VFY), flax yarn and linen fabric, garments, fertilisers and insulators. ABNL, through its subsidiaries and joint ventures, has made successful forays into life insurance, telecom, IT/BPO, asset management and other financial services. In 2008-09, on consolidated basis, the company earned an operating income of Rs. 136.4 billion on which it earned a loss of Rs. 4.7 billion after minority interest.

June 2009

### Company Profile

*For further details please contact:*

*Analyst Contacts:*

**Mr. Subrata Ray**, (Tel. No. +91 22 30470027)  
subrata@icraindia.com

*Relationship Contacts:*

**Mr. L. Shivakumar**, (Tel. No. +91-22-30470005)  
shivakumar@icraindia.com

© Copyright, 2009, ICRA Limited. All Rights Reserved.  
Contents may be used freely with due acknowledgement to ICRA

ICRA ratings should not be treated as recommendation to buy, sell or hold the rated debt instruments. The ICRA ratings are subject to a process of surveillance which may lead to a revision in ratings. Please visit our website ([www.icra.in](http://www.icra.in)) or contact any ICRA office for the latest information on ICRA ratings outstanding. All information contained herein has been obtained by ICRA from sources believed by it to be accurate and reliable. Although reasonable care has been taken to ensure that the information herein is true, such information is provided 'as is' without any warranty of any kind, and ICRA in particular, makes no representation or warranty, express or implied, as to the accuracy, timeliness or completeness of any such information. All information contained herein must be construed solely as statements of opinion and ICRA shall not be liable for any losses incurred by users from any use of this publication or its contents



**You can reach us at any of our offices:**

**Registered Office**

**ICRA Limited**

1105, Kailash Building, 11th Floor, 26, Kasturba Gandhi Marg, New Delhi 110001  
Tel: +91-11-23357940-50, Fax: +91-11-23357014

**Corporate Office**

**Mr. Vivek Mathur**

Mobile: **9871221122**

Email: [vivek@icraindia.com](mailto:vivek@icraindia.com)

Building No. 8, 2nd Floor, Tower A, DLF Cyber City, Phase II, Gurgaon 122002  
Ph: +91-124-4545310 (D, 4545300 (B) Fax; +91-124-4545350

**Mumbai**

**Mr. L. Shiva Kumar**

Mobile: **9821086490**

Email: [shivakumar@icraindia.com](mailto:shivakumar@icraindia.com)

3rd Floor, Electric Mansion, Appasaheb Marathe Marg,  
Prabhadevi, Mumbai - 400 025  
Ph : +91-22-2433 1046/ 1053/ 1062/ 1074/ 1086/ 1087  
Fax : +91-22-2433 1390

**Kolkata**

**Ms. Anuradha Ray**

Mobile: **9831086462**

Email: [anuradha@icraindia.com](mailto:anuradha@icraindia.com)

A-10 & 11, 3rd Floor, FMC Fortuna, 234/ 3A, A.J.C. Bose  
Road, Kolkata-700020.  
Tel: +91-33-2287 0450/ 2240 6617/ 8839/ 2280 0008 Fax:  
+91-33-22470728

**Chennai**

**Mr. Jayanta Chatterjee**

Mobile: **9845022459**

Email: [jayantac@icraindia.com](mailto:jayantac@icraindia.com)

**Mr. M.S. K. Aditya**

Mobile: **9963253777**

Email: [adityamsk@icraindia.com](mailto:adityamsk@icraindia.com)

5th Floor, Karumuttu Centre, 634 Anna Salai, Nandanam,  
Chennai-600035.  
Tel: +91-44-2433 3293/ 94, 2434 0043/ 9659/ 8080, 2433  
0724, Fax:91-44-24343663

**Bangalore**

**Mr. Jayanta Chatterjee**

Mobile: **9845022459**

Email: [jayantac@icraindia.com](mailto:jayantac@icraindia.com)

2 nd Floor. ,Vayudhoot Chambers, Trinity Circle, 15-16  
M.G.Road, Bangalore-560001.  
Tel:91-80-25597401/ 4049 Fax:91-80-25594065

**Ahmedabad**

**Mr. L. Shiva Kumar**

Mobile: **9821086490**

Email: [shivakumar@icraindia.com](mailto:shivakumar@icraindia.com)

907 & 908 Sakar -II, Ellisbridge,  
Ahmedabad- 380006  
Tel: +91-79-26584924, 26585494, 26582008,26585049  
TeleFax:+91-79- 2648 4924

**Pune**

**Mr. L. Shiva Kumar**

Mobile: **9821086490**

Email: [shivakumar@icraindia.com](mailto:shivakumar@icraindia.com)

5A, 5th Floor, Symphony, SNO 210, CTS 3202, Range Hills  
Road, Shivajinagar,Pune-411 020  
Tel : (91 20) 2552 0194 - 5; Fax : (91 20) 2553 9231

**Hyderabad**

**Mr. M.S. K. Aditya**

Mobile: **9963253777**

Email: [adityamsk@icraindia.com](mailto:adityamsk@icraindia.com)

301, CONCOURSE, 3 rd Floor, No. 7-1-58, Ameerpet,  
Hyderabad 500 016.  
Tel: +91-40-2373 5061 7251 Fax: +91-40- 2373 5152