



Ref. No. ABNL.CFD/SD/MUM

22nd April, 2015

To,

**BSE Limited,
Phiroze Jeebhoy Towers,
Dalal Street,
Mumbai – 400 001**

Kind Attn. Usha Sharma, Surveillance & Supervision

Re: Clarification / Confirmation on news item appearing in “ET Now”

Aditya Birla Nuvo Ltd (500303)

We refer to your today's email and your letter bearing reference no. L/DOSS/ONL/RV/AN/2015-16/11 dated 22nd April, 2015, requesting us for verification of the media report titled “Century Textile & Industries Ltd. – Textile Division to be merged with AB Nuvo Ltd”.

In this connection, we would like to inform that the aforesaid media report is a mere speculation and as per policy, the Company does not comment on such market speculations. The said news flashed on ET Now is not true and should be ignored.

We would like to emphasize our endeavour to promptly inform the stock exchanges and the shareholders about any event or information which may have a bearing on the performance/operations of the Company as well as price sensitive information as per the regulatory requirements under Clause 36 of the Listing Agreement.

Thanking You,

Yours faithfully,

For Aditya Birla Nuvo Limited,

Ashok Malu

Joint President & Company Secretary

Aditya Birla Nuvo Ltd.
Corporate Finance Division
Aditya Birla Centre, 'A' Wing, 4th Floor,
S.K. Ahire Marg, Worli, Mumbai 400 030. India

Telephone +91 22 66525000, 24995000
Fax +91 22 66525821, 24995821
E-mail nuvo.cfd@adityabirla.com

Website www.adityabirlanuvo.com
www.adityabirla.com
CIN L17199GJ1956PLC001107