



Ref. No. ABNL.CFD/SD/MUM/0459

7<sup>th</sup> April, 2015

To,

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

**Kind Attn. Ms. Dhara Barot, Listing Compliance**

**Re: Rumour Verification – April 7, 2015 – Aditya Birla Nuvo Ltd (500303)**

We refer to your email, requesting us for verification of the rumour/ media report titled "Aditya Birla group plans mega retail merger via share swap" Source: Business Standard – April 07, 2015".

In that regard, we would like to state that in the ordinary course of the business, we keep on evaluating growth and re-structuring opportunities across the businesses of the Aditya Birla Group ("ABG").

We would like to confirm that presently there is no proposal which has reached the stage which would trigger Clause 36 of the Listing Agreement and accordingly, we cannot comment on the reports of Business Standard.

We would, as in the past, promptly inform the stock exchanges and the shareholders about any material development and/or 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**



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Corporate Finance Division  
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