



CIN : L01132WB1919PLC003334

BIRLA CORPORATION LIMITED

REGISTERED & PRINCIPAL OFFICE : Birla Building, 9/1, R. N. Mukherjee Road, Kolkata - 700 001
Phone : 66166826 / 66166777, Fax : 033-2248 7988 / 2248 2872
E-mail : coordinator@birlacorp.com; Visit us at : www.birlacorporation.com

REF. NO. BCL/10

April 11, 2017

The Manager
Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot No.C/1, Block – G.
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400 051

Dear Sir,

Re: **Newspaper Advertisement of Notice in relation to the
Transfer of Ordinary Shares to IEPF Authority**

Please find attached the copy of the newspaper advertisement of the Notice in relation to the transfer of Shares to IEPF authority published on 11th April, 2017 in the Business Standard (English) and Ganashakit (Bengali). This will also be placed on the website of the Company at www.birlacorporation.com. Please acknowledge receipt.

Thanking you,

Yours faithfully
For **BIRLA CORPORATION LIMITED**

(GIRISH SHARMA)
Jt. President (Indirect Taxes)
& Company Secretary

Encl: As above

Cc: Corporate Relationship Department,
BSE Limited
1st Floor, New Trading Ring,
Rotunda Building, P.J. Towers,
Dalal Street, Fort,
Mumbai- 400 001

Business Standard

Volume XLIII Number 12

KOLKATA | TUESDAY, 11 APRIL 2017

P-11



BIRLA CORPORATION LIMITED

Registered Office:

9/1, R. N. Mukherjee Road, Kolkata - 700 001

Phone: 6616 6726/6737/6738

E-mail: investorsgrievance@birlacorp.com

CIN : L01132WB1919PLC003334

NOTICE

(for the attention of Ordinary Shareholders of the Company)

Sub: Transfer of Ordinary Shares of the Company to Investor Education and Protection Fund (IEPF)

With reference to our earlier Notice published in the Business Standard (in English) & Ganashakti (in Bengali) for transfer of shares to the IEPF Authority for shareholders whose dividend is lying as unpaid/unclaimed for seven or more consecutive years, this Notice is being given once more to the said Shareholders of the Company pursuant to the applicable provisions of the Companies Act, 2013 read with Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 notified by the Ministry of Corporate Affairs and subsequent amendment notified on 28th February, 2017 ("the IEPF Rules").

The IEPF Rules, amongst other matters, contains provisions for transfer of unpaid or unclaimed dividend to IEPF and transfer of shares, in respect of which dividend remains unpaid or unclaimed for seven consecutive years or more to the Demat Account of IEPF Authority.

The Company has sent individual Notices dated 2nd December, 2016 and dated 30th March, 2017 to the concerned shareholders at their latest available address whose dividends are lying unpaid/unclaimed for the last seven consecutive years or more and the Company has also uploaded the details of concerned shareholders on the company's website at www.birlacorporation.com whose shares are due for transfer to the Demat Account of IEPF Authority.

The concerned shareholders, holding shares in physical form and whose shares are liable to be transferred to DEMAT Account of the IEPF Authority, may note that the company would be issuing duplicate share certificates in lieu of the original share certificates held by them and upon issue of duplicate share certificates the original share certificates which stand registered in their names will stand automatically cancelled and be deemed non-negotiable. In case shares are held in Demat Form and are liable to be transferred to DEMAT Account of the IEPF Authority, the Company shall inform the depository by way of corporate action for transfer to the Demat Account of IEPF Authority.

The concerned shareholders are requested to claim their unclaimed/unpaid dividend amounts on or before 10th May, 2017. In case the Company does not receive any communication from the concerned shareholders latest by 10th May, 2017, the Company with a view to comply with the provisions of the IEPF Rules will proceed to transfer the shares to the DEMAT Account of the IEPF Authority without any further reference to you.

It may also be noted that in terms of Section 124(6) of the Companies Act, 2013 read with Rule 7 of the IEPF Rules, shares transferred to the DEMAT Account of the IEPF Authority may also be claimed by making an online application in Form No. IEPF-5 which is available at www.iepf.gov.in. Please note that no claim shall lie against the Company in respect of unclaimed dividend amounts and the shares transferred in favour of the IEPF Authority pursuant to the said Rules.

In case of any claims or queries, the shareholders are requested to contact the Company's Share Department at 9/1, R N Mukherjee Road, Kolkata - 700001, Telephone No. 033 6616-6726/6737/6738, E-mail id: investorsgrievance@birlacorp.com.

For BIRLA CORPORATION LIMITED

Sd/-

GIRISH SHARMA

Jt. President (Indirect Taxes) &

Company Secretary

Place: Kolkata

Dated: 10th April, 2017



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GIRISH SHARMA

Jt. President (Indirect Taxes) &
Company Secretary

Place: Kolkata

Dated: 10th April, 2017