



Ref : SECTL/2014 – 11

9th April, 2014

Mr. Gopalkrishnan Iyer
GM, DCS-CRD,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI – 400 001.

Fax # 022-22723121/ 22722037
22722041/ 22723719
22722039/ 22722061

The Secretary
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East)
MUMBAI – 400 051.

Fax # 022-26598237/38

Dear Sirs,

Sub: Shareholding Pattern for the quarter ended 31st March 2014.
Scrip Code: BSE – 532974 ; NSE – BIRLA MONEY

Pursuant to Clause 35 of the Listing Agreement, please find enclosed the Shareholding Pattern for the quarter ended 31st March, 2014.

Please acknowledge receipt.

Thanking you,

Yours faithfully,
For **Aditya Birla Money Limited,**


S. Balaji
Company Secretary



Encl.: as above.

STATEMENT SHOWING SHAREHOLDING PATTERN

STATEMENT SHOWING SHAREHOLDING PATTERN								
Name of the Company		: ADITYA BIRLA MONEY LIMITED						
Scrip Code		532974		Quarter Ended : MARCH 31, 2014				
Name of the Scrip		: ABML		Class of Security : Equity				
Category code	Category of Shareholder	Number of Share holders	Total number of shares	Number of shares held in dematerialized form	Total shareholding as a percentage of total number of shares		Shares Pledged or otherwise encumbered	
					As a percentage of (A+B)	As a percentage of (A+B+C)	No of Shares	As a percentage of (IX) =
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(VIII)/(IV)*100
(A)	Shareholding of Promoter and Promoter Group²							
1	Indian							
(a)	Individuals/ Hindu Undivided Family	0	0	0	0.00	0.00	N.A	N.A
(b)	Central Government/ State Government(s)	0	0	0	0.00	0.00	N.A	N.A
(c)	Bodies Corporate	1	41,550,000	41,550,000	75.00	75.00	N.A	N.A
(d)	Financial Institutions/ Banks	0	0	0	0.00	0.00	N.A	N.A
(e)	Any Others(Specify)	0	0	0	0.00	0.00	N.A	N.A
	Sub Total (A) (1)	1	41,550,000	41,550,000	75.00	75.00	N.A	N.A
2	Foreign							
a	Individuals (Non-Residents Individuals/ Foreign Individuals)	0	0	0	0.00	0.00	N.A	N.A
b	Bodies Corporate	0	0	0	0.00	0.00	N.A	N.A
c	Institutions	0	0	0	0.00	0.00	N.A	N.A
d	Qualified Foreign Investor	0	0	0	0.00	0.00	N.A	N.A
e	Any Others(Specify)	0	0	0	0.00	0.00	N.A	N.A
	Sub Total (A) (2)	0	0	0	0.00	0.00	N.A	N.A
	Total Shareholding of Promoter and Promoter Group (A) = (A)(1) + (A)(2)	1	41,550,000	41,550,000	75.00	75.00	N.A	N.A
(B)	Public shareholding							
1	Institutions							
(a)	Mutual Funds/ UTI	0	0	0	0.00	0.00	N.A	N.A
(b)	Financial Institutions / Banks	0	0	0	0.00	0.00	N.A	N.A
(c)	Central Government/ State Government(s)	0	0	0	0.00	0.00	N.A	N.A
(d)	Venture Capital Funds	0	0	0	0.00	0.00	N.A	N.A
(e)	Insurance Companies	0	0	0	0.00	0.00	N.A	N.A
(f)	Foreign Institutional Investors	0	0	0	0.00	0.00	N.A	N.A
(g)	Foreign Venture Capital Investors	0	0	0	0.00	0.00	N.A	N.A
(h)	Qualified Foreign Investor	0	0	0	0.00	0.00	N.A	N.A
(i)	Any Other (specify)	0	0	0	0.00	0.00	N.A	N.A
	Sub-Total (B) (1)	0	0	0	0.00	0.00	N.A	N.A
B 2	Non-Institutions							
(a)	Bodies Corporate	237	4,369,318	4,354,718	7.89	7.89	N.A	N.A
(b)	Individuals							
(i)	Individual shareholders holding Nominal Share Capital upto Rs. 1 lakh	8,572	5,847,740	4,852,636	10.56	10.56	N.A	N.A
(ii)	Individual shareholders holding Nominal Share Capital in excess of Rs. 1 lakh.	5	3,150,435	3,150,435	5.69	5.69	N.A	N.A
(c)	Qualified Foreign Investor	0	0	0	0.00	0.00	N.A	N.A
(d)	Any Other (specify)							
(d-i)	Clearing Members	28	18,297	18,297	0.03	0.03	N.A	N.A
(d-ii)	Hindu Undivided Families	193	175,954	175,954	0.32	0.32	N.A	N.A
(d-iii)	Non Resident Indians	85	288,256	288,256	0.52	0.52	N.A	N.A
(d-iv)	Overseas Corporate Bodies	0	0	0	0.00	0.00	N.A	N.A
	Sub-Total (B) (2)	9,120	13,850,000	12,840,296	25.00	25.00	N.A	N.A
(B)	Total Public Shareholding (B) = (B)(1) + (B)(2)	9,120	13,850,000	12,840,296	25.00	25.00	N.A	N.A
	TOTAL (A)+(B)	9,121	55,400,000	54,390,296	100.00	100.00	N.A	N.A
(C)	Shares held by Custodians and against which Depository Receipts have been issued							
	Promoter and Promoter Group	0	0	0	0.00	0.00	N.A	N.A
	Public	0	0	0	0.00	0.00	N.A	N.A
	GRAND TOTAL (A)+(B)+(C)	9,121	55,400,000	54,390,296	100.00	100.00	N.A	N.A


For ADITYA BIRLA MONEY LIMITED

S. Balaji
Company Secretary
Date : April 09, 2014
Place : Chennai



	Notes
1	Item (III)(a) Statement showing the voting pattern of shareholders does not apply to us.
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For ADITYA BIRLA MONEY LIMITED


S. Balaji
Company Secretary



Date : April 09, 2014
 Place : Chennai

(l)(a) **Statement showing Shareholding Pattern**

Name of the Company	ADITYA BIRLA MONEY LIMITED
Scrip Code	532974
Name of the scrip	Birla Money
Class of security	Equity Shares
Quarter ended	March 31, 2014

Partly paid-up shares:-	No. of partly paid-up shares	As a % of total no. of partly paid-up shares	As a % of total no. of shares of the company
Held by promoter / promoter group	N.A.	N.A.	N.A.
Held by public	N.A.	N.A.	N.A.
Total	N.A.	N.A.	N.A.
Outstanding convertible securities:-	No. of outstanding securities	As a % of total no. of outstanding convertible securities	As a % of total no. of shares of the company, assuming full conversion of the convertible securities
Held by promoter / promoter group	N.A.	N.A.	N.A.
Held by public	N.A.	N.A.	N.A.
Total	N.A.	N.A.	N.A.
Warrants:-	No. of warrants	As a % of total no. of warrants	As a % of total no. of shares of the company, assuming full conversion of Warrants
Held by promoter / promoter group	N.A.	N.A.	N.A.
Held by public	N.A.	N.A.	N.A.
Total	N.A.	N.A.	N.A.
Total paid-up capital of the company, assuming full conversion of warrants and convertible securities	N.A.	N.A.	N.A.

For ADITYA BIRLA MONEY LIMITED


S. Balaji
Company Secretary



Date : April 09, 2014
Place : Chennai

(I)(b) Statement showing Shareholding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group" as on MARCH 31, 2014.

Sr. No.	Name of the shareholder	Details of Shares held		Encumbered shares (*)			Details of warrants		Details of convertible securities		Total shares (including underlying full shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
		No. of Shares held	As a % of grand total (A)+(B)+(C)	No. of Shares held	As a Percentage (VI)=(V) / (III) * 100	As a % of grand total (A)+(B)+(C) of sub-clause (I)(a)	Number of warrants held	As a % of total number of warrants of the same class	Number of convertible securities held	As a % of total number of convertible securities of the same class	
(i)	(ii)	(iii)	(iv)	(v)	(vi)=(v) / (iii) * 100	(vii)	(viii)	(ix)	(x)	(xi)	(xii)
1	Aditya Birla Financial Services Private Limited	41,550,000	75.00	0	0	0	0	0	0	0	75.00
	TOTAL	41,550,000	75.00	0	0	0	0	0	0	0	75.00

(*) The term "encumbrance" has the same meaning as assigned to it in regulation 28(3) of the SAST Regulations, 2011.

For ADITYA BIRLA MONEY LIMITED

S. Balaji
Company Secretary



Date : April 09, 2014
Place : Chennai

(i)(c)(i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares as on MARCH 31, 2014 :

Sr. No.	Name of the shareholder	Number of shares held	Shares as a percentage of total number of shares { i.e. Grand Total (A)+(B)+(C) indicated in Statement at para (i)(a) above }	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
				Number of warrants held	As a % of total number of warrants of the same class	Number of convertible securities held	% w.r.t. total number of convertible securities of the same class	
1	PCR INVESTMENTS LIMITED	3,385,320	6.11	0	0	0	0	6.11
2	SUCHARITHA P. REDDY	2,333,460	4.21	0	0	0	0	4.21
	TOTAL	5,718,780	10.32	0	0	0	0	10.32

For ADITYA BIRLA MONEY LIMITED


S. Balaji
Company Secretary

Date : April 09, 2014
Place : Chennai



(l)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the Company as on April 31, 2014 :

Sr. No.	Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them	Number of shares	Shares as a percentage of total number of shares { i.e. Grand Total (A)+(B)+(C) indicated in Statement at para (l)(a) above }	Details of warrants		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital
				Number of warrants	As a % of total number of warrants of the same class	Number of convertible securities held	% w.r.t. total number of convertible securities of the same class	
1	PCR INVESTMENTS LIMITED	3,385,320	6.11	0	0	0	0	6.11
	TOTAL	3,385,320	6.11	0	0	0	0	6.11

For ADITYA BIRLA MONEY LIMITED



S. Balaji
Company Secretary

Date : April 09, 2014
Place : Chennai

(I)(d) Statement showing details of locked-in shares as on MARCH 31, 2014 - NIL

Sl. No.	Name of the Shareholder	Number of locked-in shares	Locked-in shares as a percentage of total number of shares (i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}	Promoter / Promoter Group / Public
1	NIL	0	0	0
TOTAL		0	0	0

For ADITYA BIRLA MONEY LIMITED



S. Balaji
Company Secretary

Date : April 09, 2014
Place : Chennai

(II)(a) Statement showing details of Depository Receipts (DRs) as on MARCH 31, 2014 - NIL

Sr. No.	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of outstanding DRs	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	Nil	0	0	0
TOTAL		0	0	0

For ADITYA BIRLA MONEY LIMITED


S. Balaji
Company Secretary



Date : April 09, 2014
Place : Chennai

(II)(b) Statement showing Holding of Depository Receipts (DRs), where underlying shares held by Promoter / Promoter Group are in excess of 1% of the total number of shares as on MARCH 31, 2014 - NIL

Sr. No.	Name of the DR Holder	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares (i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above)
1	Nil	0	0	0
	TOTAL	0	0	0

For ADITYA BIRLA MONEY LIMITED



S. Balaji
S. Balaji
Company Secretary

Date : April 09, 2014
Place : Chennai