## BSE Limited

Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400001
Scrip Code: 540691
Scrip ID: ABCAPITAL

6 February 2021 The National Stock Exchange of India Ltd Exchange Plaza, $5^{\text {th }}$ Floor, Plot. C/1, G-Block, Bandra-Kurla Complex, Bandra (East),
Mumbai 400051
Symbol: ABCAPITAL

## Dear Sir/Madam,

Sub: Newspaper Advertisement(s) of the Financial Results of the Company under regulations 47 and 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Further to our letters dated 28 January 2021 and 5 February 2021, please find enclosed newspaper advertisements of the Unaudited Financial Results of the Company for the quarter and nine months ended 31 December 2020, approved at the Meeting of the Board of Directors held on 5 February 2021, published on Saturday, 6 February 2021.

Details of the Newspaper Publications are as follows:

1. Business Standard (All Editions - English);
2. Sandesh (Rajkot Edition-Gujarati).

The above is for your information, records and reference please.
Thanking you,
Yours sincerely,
For Aditya Birla Capital Limited
SAILESH Digitally signed by
KUMAR DAGA Date: 2021.02.06
Sailesh Daga
Company Secretary
Encl: a/a
Cc:
Luxembourg Stock Exchange Market \& Surveillance Dept., P.O. Box 165, L-2011 Luxembourg, Grand Duchy of Luxembourg

Citi Bank N.A.
Custodial Services
FIFC, $11^{\text {th }}$ Floor, C-54 \& 55, G Block Bandra Kurla Complex
Bandra (East), Mumbai 400051

Citi Bank N.A.
Depositary Receipt Services
388 Greenwich Street
$14^{\text {th }}$ Floor, New York,
NY 10013

## Listing Agent

Banque Internationale à Luxembourg SA
69 route d'Esch
L - 2953 Luxembourg
Grand Duchy of Luxembourg


A little-known German personal care company is taking on the might of the multinationals with a premium product

came out with a cleansing bar that has a
pH value of 5.5 . This was in 1967. Over the ye value of 5.5 . This was in 1967. Over the
yroducts, all with has launched a range of of of 5.5 , which products, all with a pH value of 5.5 , which
supports the skin's natural protective lay-
er These products are clinically tested on er. These products are clinically tested on
sensitive skin to ascertain their efficacy,
We do not test our products We do not test our products on animals,"
Ranjan says. Ranjan says.
In India, pharma company USV has the licence to market and sell Sebamed prod-
ucts in the country. The company first ucts in the country. The company first
launched the Sebamed range, including


AFTER THREE YEARS OF PUSHING SEBAMED BABY PRODUCTS, THE COMPANY HAS NOW DECIDED TO TAKE THE SEBAMED PERSONAL
CARE RANGE FOR ADUITS MAINSTREAM CARE RANGE FOR ADULTS MAINSTREAM
"The fact that $p$ F.5.5 extends to our ssafe for baby skin. Mothers have picked

 Gcy of our products as well asemphasis After three years of pushing Sebamed
the importance of
baby products, the company has now baby products, the company has now
decided to take the Sebamed personal care to launch the pH campaign.
care products mainstream has given nusth confidence to look at the adult personal
care market closely. In terms of turnover, our current portfolio run-rate is $\$ 400$ crore,
based on maximum retail price. We wanto
grow this number 10 times in five years. In grow this number 10 times in five years. In the last three years since our refresh, we
have grown close to five times in terms of turnover. So we believe our future targets are achivevabo, Ranjan says
How is the market view gence of a new player?
Experts say the eprsonal care market in
India estimated at nearly $₹$ trillion ins India, estimated at nearly $₹ 2$ trillion in size,
is large enough to accommodate new
entrants "The emergenceo digital has disis large enough to accommodate new
entrants. "The emergence of digital has dis-
rupted the market in many ways rupted the market in many ways. So, if
Sebamed has a new proposition, I am not surprised that they are advertising it aggres-
sively," says K V Sridhar, global chief creive officer, Nihilent Hypercollective.
Trade sources say Sebamed's cleansing bar is priced four times that of HUL soaps such as Lux, Pears and cleansing bar Dove.
While Sebamed's pH campaign has seen it drop the price of its 100 -gmbar to ₹99 from ₹199, making inroads in a competitive marMet such as personal care will not be easy. Market leader HUL has already rebutted
Sebamed, saying that the pH campaign is misleading. "Here is an unhealthy precedent that is being set where companies are ignoring the benefits of the ingredients that
are good for skin. They are ignoring th fat are good for skin. They are ignoringthe fact
that productsthey are comparing conform that products they are comparing conform
to the Bureau of Indian Standards (BIS)," to the Bureau of Indian standards (BIS),
Vibhav Sanzirir, Iobal vice-president,
research\& development (R\&D), skin cleansing for Unilever, site leader, R\&D India and executive director, HUL, said in a
interview with Business Standard.
Soap, for the uninitiated, is made up of
salts of fatty acids, oil, glycerine and other skin-beneficial ingredients. A well-defined
sormulation takes into account how these formulation takes into account how these
ingredients act in combination and not the

SH, saap experts.
dentally, excludes by the BIS, inci-
docusing dentally, excludes pH , focusing
instead on the composition (of
soaps) as being relevant to safety soaps mildness.
In response, Ranjan says that
consumers have the right to know the pH value of products.
"While pH is not the only criterion, it is an important indicator of
how safe it is for the skin. In othe words, it helps set the standard for
skin types, much like you have a standard for body temperature a personal care advertising and will take time for people to understand," he explains. Clearly, Sebamed hopes to make a
strategic shift in the soap wars of the kind that Procter \& Gamble attempted with its high-end sanitary products challeng ing J\&J's long-term hegemony in the nineties. But given the huge changes in
the consumer landscape between that battle and this o
worth watching.

NEWSMAKERI KISHORE BIYANI I CEO, FUTURE GROUP

## Past perfect, Future tense

| ptly withdrew its entire range of ucts from his stores in retaliation. His mataonist strategy, alleging that the ng, worked. Nestlé relented and its ucts were back in Biyani's stores. t, 16 years later, Biyani's battle with orld's largest e-retailer, Amazon, is oing in his favour. This week, the High Court directed his flagship any to maintain the status quo on its nce. Without the deal, Biyani, who is ed in debt of around ₹ 13,000 crore, be in serious trouble. he order came in response to zon's petition asking for his detenand also enforcement of an arbitraorder in Singapore to scrap the deal. spat revolves around a 49 per cent in an unlisted Future Group comtogether with the right to acquire sted flagship Future Retail Ltd if the re were to revoke its ban on foreign rship of multi-brand retailers. zon has claimed the Future-RIL deal tes the contract it signed with igh court order. But his problems nded this week with the Securities Exchange Board of India ordering Biyani be banned from the securities ading in 2017. Biyani will appeal st this, too. <br> yani has always viewed multinaretailers with reservations. He has tted that while he has learnt a lot of of the trade by emulating them, he ready to follow them blindly. In an |
| :---: |
|  |  |



## Bond market kogussa kyun aata hai

 TAMAL BANDYOPADHYAY


 maturities, dropped and the
yield rose till the Reserve Bank
of India of India (RBI) rejected all bids
for the five-vear and 10-year for the five-year and 10-year
papers ( $\mathrm{x} 11,000$ crore each).The papers ( (11,000 crore each). The
auction of the other two papers - of two-year and 40-year
maturity - almost entirely maturity - almost entirely
devolved on the primary dealers, the intermediaries that buy
and sell government securities. Following this, the 10-year
$\qquad$ bit during the day, closed just
one basis point higher than one basis point higher than
Thursday, but five-year paper yield rose b higher. (One basis yeit rose higher. (One basis
point is one-hundredth of a
percentage point. Bond prices percentage point. Bond prices
and yields move in opposite
directions.
As was widely expected, the
RBI kept its policy rates unchanged and committed to

ernment's gross borrowing for
the current fiscal year has been the current fiscal year has been
raised by $₹ 80,000$ crore to $₹ 13.5$ raised by $₹ 80,000$ crore to ₹ 13.5
trillion. And, the next year's trillion. And, the next year's
grossborrowingis being yegged
at ₹12 trillion. The banking sys-
tem's current bond holding is tem's current bond holding is
already 30 per cent of its assets already 30 per cent of its assets
against the statutory 18 percent. A quick look at the borrow-
ing calendar of the past decade tells us how herculean the task
for the banking system is In 2010, the gross borrowing was pegged at 4.2 trinion, which
rose marginally in 2011 and
veered between $₹ 5$ trillion and veered between ₹5 trillion and
₹5.9trillion in the next six years till 2017 before crossing ₹6.6 tril-
lion in 2018. It dropped o $₹ 5.96$
trillion again in 2019 and roseto ₹7 trillion in 2020.
By rejecting all bids for two
papers, the RBI sent as angal that it would not like the yield to rise, but this may not be enough to
ensure a smooth sailing of the massive government borrowing
for the rest of the current fiscal year - and the next. The phe-
nomenal rise in the underwriting commission of the primary dealers tells the story. From less
than one paise commission for ₹100 worth of bonds, it rose to For two other papers, for which all bids were rejected, the com-
mission was $22-24$ paise. This succinctly sums up the risks the
primary dealers are taking for underwriting the bonds and keeping them in their books.
Normally, the market eats out of RBI Governor
Shaktikanta Das's hand but the size of the government borrowing is killing its risk appetite. It
will listento him when he walks the talk on easing liquidity.
Thewriter, aconsultingeditorwith

##  <br> AN EXTRACT OF THE CONSOLIDATED UNAUDITED FINANCIAL RESULTS

 FOR THE QUARTER AND NINE MONTHS ENDED $31^{\text {sT }}$ DECEMBER, 2020| Particulars | Quarter Ended | Nine months ended | Quarter Ended |
| :---: | :---: | :---: | :---: |
|  | $\begin{array}{\|l\|} \hline \text { 31-Dec-20 } \\ \text { (Unaudited) } \end{array}$ | $\begin{array}{\|l\|} \hline \begin{array}{l} 31-D e c-20 \\ \text { (Unaudited) } \end{array} \\ \hline \end{array}$ | $\begin{array}{\|l\|} \hline \text { 31-Dec-19 } \\ \text { (Unaudited) } \end{array}$ |
| Total Revenue from Operations | 5,025.98 | 13,643.54 | 4,292.78 |
| Net Profit for the period Before Tax | 401.09 | 1,045.30 | 342.18 |
| Net Profit for the period After Tax (including Non-Controlling Interest) | 283.00 | 722.02 | 241.05 |
| Net Profit for the period After Tax attributable to the Owners of the Company | 288.68 | 751.40 | 250.48 |
| Total Comprehensive Income for the period attributable to Owners of Company [Comprising profit for the period (after tax) and other Comprehensive Income (after tax)] | 324.51 | 793.52 | 258.36 |
| Paid-Up Equity Share Capital (Face Value of ₹ 10 each) Earnings per Share of ₹ 10 each ( $\wedge$ - not annualised) | 2,415.00 | 2,415.00 | 2,313.22 |
| (a) Basic - (2) | $1.20 \wedge$ | $3.11^{\wedge}$ | $1.09 \wedge$ |
| (b) Diluted - (\%) | 1.19^ | $3.11 \wedge$ | 1.09^ |
| Notes: |  |  |  |
| 1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors o the Company, at their Meetings held on $5^{\text {th }}$ February, 2021. <br> 2. The standalone financial results are available at Company's website viz. www.adityabirlacapital.com and on the websites of BSE (www.bseindia.com) and NSE (www.nseindia.com). Key Standalone financia information is as indicated below: |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Particulars | Quarter Ended | Nine months ended | Quarter Ended |
|  | $\begin{array}{\|l\|} \hline \text { 31-Dec-20 } \\ \text { (Unaudited) } \\ \hline \end{array}$ | $\begin{array}{\|l} \hline \begin{array}{l} 31-D e c-20 \\ \text { (Unaudited) } \end{array} \\ \hline \end{array}$ | 31-Dec-19 (Unaudited) |
| Revenue from Operations | 5.51 | 31.03 | 6.84 |
| Profit/(Loss) for the period Before Tax | (3.07) | 6.62 | (22.45) |
| Profi/(Loss) for the period After Tax | (2.88) | 10.63 | (22.45) |
| Total Comprehensive income for the period [Comprising profit/(loss) for the period (after tax) and other | (2.96) | 10.72 | (22.44) |

[^0]
 1）Chart
2）H．R．
3）Ass 3）Assistant Accountant（M／F）


ચોટીલાના ઝીંુંુુડા ગામે હકાબાપાતી પુણ્યતિથી ઉજવાશે $\frac{1 \text { ચાજ્ડોટ। }}{\text { ચોટીલા નજેકા かીંઝુડા }}$ ગામે રવિવારે હકાબાપાની ૯૫મી પુણ્યતિિથી ઉજવવામાં આવનાર છે．ચોટીલા－રાજકોટ હાઈવે પર
નાની મોલી ગામ આવે છે અને નાની માલડી ગામ આવ છે અનન
 પુજ－અચના
みહાપપાદન
આવેલ છે．


## 

સદનસીબે કોઈ જાનહાનિ ન થઈ वડીયા। બસ સ્ટીયરીંગમા ખામીના કારણો જેતપુર－વડીયા રટની એસટી બસ અમરનગર－દેવડા વરરો ચાલકે અમરનગર－દવાડા વાચ્ચો યાંત્રિક કાબુ ગુમાનવતા પલ્ટી મારી ગઈ ખામીના કારણ પલ્ટી મારી ગઈ હતી．હતી．જાક મુસાફરોની સંખ્યા આછી
સાનસીબ જાહાનિ ટળી હતી．હતી．છતા જવા તાળવે યોટી ગયા

（ JIYA－ 99624755155
 ઇશ્વરીયા（ગીર）ની સીમમાંથી દિusो पirજેે પुरायो


AN EXTRACT OF THE CONSOLIDATED UNAUDITED FINANCIAL RESULTS
FOR THE QUARTER AND NINE MONTHS ENDED $31^{\text {sT }}$ DECEMBER， 2020

| Particulars | Quarter Ended | Nine months ended | Quarter Ended |
| :---: | :---: | :---: | :---: |
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| （b）Diluted－（\％） | $1.19 \wedge$ | $3.11^{\wedge}$ | $1.09 \wedge$ |

## 1．The above results have been reviewed by the Audit Committ the Company，at their Meetings held on $5^{n}$ February， 2021. <br> ．The stand aper firectors of

 on the websites of BES（www．beseindia．com）and NSE（www．nseindia．com）．Key Standalone financialinformation is as indice

| Particulars | Quarter Ended | Nine months ended | Quarter Ended |
| :---: | :---: | :---: | :---: |
|  | $\begin{array}{\|l\|} \hline \text { 31-Dec-20 } \\ \text { (Unaudited) } \end{array}$ | $\begin{array}{\|l\|} \hline \text { 31-Dec-20 } \\ \text { (Unaudited) } \\ \hline \end{array}$ | $\begin{array}{\|l\|} \hline \text { 31-Dec-19 } \\ \text { (Unaudited) } \end{array}$ |
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| Profit／（Loss）for the period After Tax | （2．88） | 10.63 | （22．45） |
| Total Comprehensive income for the period［Comprising profit／（loss）for the period（after tax）and other Comprehensive Income（after tax）］ | （2．96） | 10.72 | （22．44） |

3．The above is an extract of the detailed format of Unaudited Financial Results filed with Stock Exchanges
under Regulation 33 of the SEBI（Listing Obligations and Disclosure Requirements）Regulations， 2015 ． The full format of the Unaudited Financial Results is available on the Stock Exchange websites，
www．bseindia．com and www．nseindia．co and on the Company＇s website www．adityabiracapital．com．

For and on behalf of the Board of Directors of Aditya Birla Capital Limited

Vijayalakshmi R．Iyer DIN： 05242960 DIN： 05242960


To the best of knowiedge and information of the Authorized Officer，there is no encumbrance on any property． me unpalaciagses








 लोનनी विગतो



## प्रत्यक த由भानी लारीज

 02－01－2020



 તમારું શબ્દ ભંડોળ વદાाરો．તમારી વિચારશ̂લી વદારો．














 $\begin{array}{llll}\text {（c）ખૂબ જેરમાં દોsવું クણીતું તીર્થાં（આ－（૪）માથું，ડોકું（૨）} & \text {（૨૪）પાઠ，ઘડો（3）}\end{array}$






[^0]:    The above is an extract of the detailed format of Unaudited Financial Results filed with Stock Exchanges
    under Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 . The full format of the Unaudited Financial Results is available on the Stock Exchange websites,

