To,
The Secretary,
The Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001.

Scrip Code: BSE 512332

Dear Sir/Madam,

Sub: Intimation of AGM and Book Closure Dates

This is to inform you that, the 33rd Annual General Meeting of the members of the Company will be held on Thursday, 26th September, 2019 at 3.00 pm at Birla Mansion No. 1, First Floor Dr. DD Sathe Marg Prathana Samaj, Mumbai - 400004, the details of Book Closure of the Company for the purpose of 33rd Annual General Meeting is as under:

<table>
<thead>
<tr>
<th>Security Code</th>
<th>Type of Security</th>
<th>Book Closure Dates</th>
<th>Record Date</th>
<th>Purpose</th>
</tr>
</thead>
</table>

The Board of Directors has fixed 19th September, 2019 as the Cut-off date to record the entitlement of the Shareholders to cast their vote electronically. The e-voting period begins on Monday, 23rd September, 2019 (9:00 a.m.) and ends on Wednesday, 25th September, 2019 (5:00 p.m.). During this period, Shareholders holding shares as on 19th September, 2019 may cast their Vote Electronically.

Kindly acknowledge the receipt and take on your record.

Thanking You

Yours faithfully,

For Birla Capital and Financial Services Limited

Ramesh Samria
Director
DIN: 08066932
NOTICE

NOTICE is hereby given that the 33rd Annual General Meeting of the Members of Birla Capital and Financial Services Limited will be held on Thursday, 26th September, 2019 at 3.00 pm at Birla Mansion No. 1, First Floor Dr. DD Sathe Marg Prathana Samaj, Mumbai - 400004 to transact the following business:-

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Financial Statement i.e. Balance sheet as at and the Statement of Profit and Loss and the Cash Flow Statement for the financial year ended on 31st March, 2019 together with the Reports of Directors and Auditors thereon.

3. To appoint Auditors and fix their remuneration and in this regard to consider and if thought fit, to pass with or without modification(s), the following resolution as an Ordinary Resolution:

"RESOLVED THAT pursuant to the provisions of section 139 and other applicable provisions, if any of the Companies Act, 2013, M/s. Agrawal Jain & Gupta., Chartered Accountants, Mumbai (Firm Registration Number: 013538C) be and are hereby appointed as the Statutory Auditors of the Company, to hold office from the conclusion of this Annual General Meeting for five (5) consecutive years for a term upto the conclusion of the 38th Annual General Meeting to be held in 2023-24 on such remuneration as may be decided by the Board of Directors of the Company and reimbursement of out of pocket expenses incurred in connection with the audit."

By order of the Board of Director

Place: Mumbai
Date: 30/08/2019

Ramesh Samria
Director
NOTES:

1. A member entitled to attend the meeting is entitled to appoint a proxy to attend and vote instead of himself and the proxy need not be a member of the Company.
2. The proxy form duly filled must be deposited at the registered office of the Company not later than 48 hours before the commencement of the meeting.
3. Corporate Members are requested to send a duly certified copy of the Board Resolution authorizing their representative to attend and vote at the Annual General Meeting.
4. Mr. Milind Prabhudesai, Non-Executive director retires by rotation at the ensuring AGM and eligible for re-appointment
5. Members holding shares in physical form are requested to notify immediately of any change in their address with Pin code to the Company’s Share Transfer Agent M/s. Big share Services Pvt. Ltd., 1st Floor, Bharat Tin Works Building, Opp. Vasant Oasis, Makwana Road, Marol, Andheri (E), Mumbai – 400 059 and to their respective Depository Participants for shares held in electronic form.
6. The Register of Members and share transfer books of the Company will remain closed from Friday, 20th September, 2019 to Thursday, the 26th September, 2019 (both days inclusive).
7. Members who hold the shares in the electronic form are requested to bring their DP Id/ Folio number for easy identification at the meeting.
8. Members are requested to write to the Company at least seven days in advance before the date of the meeting, in case they need any information as regards to the Audited Financial Statements for the year ended 31st March 2019 to enable us to provide satisfactory reply.

The Annual Report for the year 2018-19 of the Company circulated to the members of the Company will be made available on the Company’s website at www.birlacaps.com and also on the website of the stock exchange viz., www.bseindia.com.

9. Voting through electronic means Pursuant to the provisions of Section 108 of the Companies Act, 2013, Rule 20 and 21 of the Companies (Management and Administration) Rules, 2014 and SEBI (Listing Obligations & Disclosure Requirements), Regulation, 2015, the Company is pleased to provide members facility to exercise their rights to vote at the Annual General Meeting (AGM) by electronic means and the business may be transacted through e-voting services provided by Central Depository Services Limited (CDSL).

Procedure / Instructions for e-voting are as under:

(i) The voting period begins on Monday, 23rd September, 2019 (9:00 a.m.) and ends on Wednesday, 25th September, 2019 (5:00p.m.). During this period shareholders’ of the Company, holding shares either in physical form or in dematerialized form, as on the cut-off date (record date) of Friday, 19th September, 2019, may cast their vote electronically. The e-voting module shall be disabled by CDSL for voting thereafter.
(ii) The Shareholders who have already voted prior to the meeting date would not be entitled to vote at the meeting venue.

(iii) The shareholders should log on to the e-voting website www.evotingindia.com.

(iv) Click on Shareholders.

(v) Now Enter your User ID
   a. For CDSL: 16 digits beneficiary ID,
   b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
   c. Members holding shares in Physical Form should enter Folio Number registered with the Company.

(vi) Next enter the Image Verification as displayed and Click on Login.

(vii) If you are holding shares in Demat form and had logged on to www.evotingindia.com and voted on an earlier voting of any company, then your existing password is to be used.

(viii) If you are a first time user follow the steps given below:

<table>
<thead>
<tr>
<th>PAN</th>
<th>For Members holding shares in Demat Form and Physical Form</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enter your 10 digit alpha-numeric *PAN issued by Income Tax Department (Applicable for both Demat shareholders as well as physical shareholders)</td>
</tr>
<tr>
<td></td>
<td>- Members who have not updated their PAN with the Company/Depository Participant are requested to use the first two letters of their name and the 8 digits of the sequence number in the PAN field.</td>
</tr>
<tr>
<td></td>
<td>In case the sequence number is less than 8 digits enter the applicable number of 0’s before the number after the first two characters of the name in CAPITAL letters. E.g. If your name is Ramesh Kumar with sequence number 1 then enter RA00000001 in the PAN field.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dividend Bank Details OR Date of Birth (DOB)</th>
<th>Enter the Dividend Bank Details OR Date of Birth (in dd/mm/yyyy) as recorded in your Demat account or in the company records in order to login.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>If both the details are not recorded with the depository or company please enter the member ID/Folio No. in the dividend bank details field as mention in instruction v.</td>
</tr>
</tbody>
</table>

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enter the Dividend Bank Details as recorded in your Demat account or in the company records for the said Demat account or folio.</td>
</tr>
<tr>
<td></td>
<td>Please enter the DOB or Dividend Bank Details in order to login. If the details are not recorded with the depository or company please enter the member id / folio number in the Dividend Bank details field as mentioned in instruction (iv)</td>
</tr>
</tbody>
</table>
After entering these details appropriately, click on “SUBMIT” tab.

Members holding shares in physical form will then directly reach the Company selection screen. However, members holding shares in Demat form will now reach ‘Password Creation’ menu wherein they are required to mandatorily enter their login password in the new password field. Kindly note that this password is to be also used by the Demat holders for voting for resolutions of any other company on which they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.

For Members holding shares in physical form, the details can be used only for e-voting on the resolutions contained in this Notice.

Click on the EVSN for the relevant <Company Name> on which you choose to vote.

On the voting page, you will see “RESOLUTION DESCRIPTION” and against the same the option “YES/NO” for voting. Select the option YES or NO as desired. The option YES implies that you assent to the Resolution and option NO implies that you dissent to the Resolution.

Click on the “RESOLUTIONS FILE LINK” if you wish to view the entire Resolution details.

After selecting the resolution you have decided to vote on, click on “SUBMIT”. A confirmation box will be displayed. If you wish to confirm your vote, click on “OK”, else to change your vote, click on “CANCEL” and accordingly modify your vote.

Once you “CONFIRM” your vote on the resolution, you will not be allowed to modify your vote.

You can also take out print of the voting done by you by clicking on “Click here to print” option on the Voting page.

If Demat account holder has the same password then Enter the User ID and the image verification code and click on Forgot Password & enter the details as prompted by the system.

Note for **Non – Individual Shareholders and Custodians**

- Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodian are required to log on to www.evotingindia.com and register themselves as Corporates.
- A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.
- After receiving the login details a compliance user should be created using the admin login and password. The Compliance user would be able to link the account(s) for which they wish to vote on.
- The list of accounts should be mailed to helpdesk.evoting@cdslindia.com and on approval of the accounts they would be able to cast their vote.
- A scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any,
should be uploaded in PDF format in the system for the scrutinizer to verify the same.

In case you have any queries or issues regarding e-voting, you may refer the Frequently Asked Questions (“FAQs”) and e-voting manual available at www.evotingindia.com, under help section or write an email to helpdesk.evoting@cdslindia.com.

Roy Jacob and Co., Practicing Company Secretary (C.P. No. 8220) has been appointed as the Scrutinizer to scrutinize the e-voting process in a fair and transparent manner.

The scrutinizer shall within a period of not exceeding three working days from the conclusion of the e-voting period unblock the votes in the presence of at least two witnesses not in the employment of the Company and make a scrutinizer’s report of the votes cast in favour or against, if any, forthwith to the Chairman of the Company.

The result of the e-voting along with the scrutinizer’s report shall be placed on the Company’s website www.birlacaps.com and on the website of CDSL within two days of passing of the resolution at the AGM of the Company. The results will also be communicated to the Stock Exchange where the shares of the Company are listed.

By Order of the Board of Directors

Ramesh Samria
Director

Place: Mumbai
Date: 30/09/2019