



30th August, 2016

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

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

Dear Sir,

Re: Rumour Verification – News item appearing in “Business Standard”
Scrip Code: BSE - 500303; NSE – ABIRLANUVO

We refer to the news published in today’s edition of Business Standard titled “Birla Group plans to exit low-margins business....”

In this connection, we would like to inform that the aforesaid media report is a mere speculation and as per policy, the Company does not comment on such newspapers reports which are speculative in nature. The said news published in Business Standard is not true and should be ignored. Shareholders are advised to exercise caution while trading based on speculative reports.

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 Regulation 30 of SEBI LODR.

Trust we have clarified the matter.

Thanking you,
Yours faithfully,

For Aditya Birla Nuvo Limited

Ashok Malu
Company Secretary



Aditya Birla Nuvo Ltd.
Corporate Finance Division
Aditya Birla Centre, 'A' Wing, 4th Floor,
S.K. Ahire Marg, Worli, Mumbai 400 030. India

Telephone +91 22 66525000, 24995000
Fax +91 22 66525821, 24995821
E-mail nuvo.cfd@adityabirla.com

Website www.adityabirlanuvo.com
www.adityabirla.com
CIN L17199GJ1956PLC001107