



10th 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 Sirs,

Re: Rumour Verification – Newspaper Articles
Scrip Code: BSE - 500303; NSE – ABIRLANUVO

We refer to your letters and emails of date from your Surveillance Departments seeking our confirmation / information in connection with the news published in today's editions of the Economic Times / Times of India newspapers pertaining to "Grasim – Nuvo Merger".

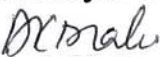
In this regard, we would like to state that we constantly evaluate various options for creating long term value for the shareholders. As and when such proposals are considered and approved by the Board, we notify the Stock Exchanges with all relevant details as required. At this point in time, no such proposals have been considered or approved by the Board which would trigger the disclosure of events or information under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. Shareholders are advised to exercise caution while trading based on speculative reports.

Trust we have clarified the matter.

Thanking you,

Yours faithfully,

For **Aditya Birla Nuvo Limited**


Ashok Malu
Company Secretary



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Corporate Finance Division
Aditya Birla Centre, 'A' Wing, 4th Floor,
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