



## BIRLA CORPORATION LIMITED

1, SHAKESPEARE SARANI, 2ND FLOOR, KOLKATA - 700 071

Phone : (033) 6603 3300 / 01 / 02, Fax : (033) 2288 4426

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Ref. No. 74G/

February 4, 2016

Corporate Relationship Department  
Bombay Stock Exchange Limited  
1st Floor, New Trading Ring, Rotunda Building, P.J. Towers,  
Dalal Street, Fort,  
Mumbai- 400 001  
Fax No. (022) 2272 2037/2039/2041/2061/3121/3719

Re: **Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

### **Birla Corp to acquire cement business of Reliance**

Birla Corporation Limited (Birla Corp) today announced an agreement with Reliance Infrastructure Ltd for acquisition of its entire cement business for an Enterprise Value of Rs.4800 crores. The two companies have agreed that Birla Corp shall acquire all of the shares of Reliance Cement Company Pvt. Ltd. (Reliance Cement). The acquisition, subject to approval of Competition Commission of India and other relevant regulatory authorities, will be funded through existing cash reserves and incremental debt.

This acquisition will provide Birla Corp ownership of high quality assets taking its total capacity from ~ 10 MTPA to ~15.5 MTPA strengthening its presence in the high growth central region. The company's expansion potential will also be enhanced – with mineral concessions in states of MP, Maharashtra, Rajasthan, Karnataka, Andhra Pradesh and Himachal Pradesh – to emerge as a pan-Indian player in the foreseeable future.

Reliance Cement has three cement units, an integrated cement plant at Maihar (Madhya Pradesh) and grinding units at Kundanganj (Uttar Pradesh) and Butiburi (Maharashtra). Birla Corp will also benefit from Reliance Cement's strategically located raw material sources, captive coal mine, optimum manpower, efficient operating parameters and technical capability for producing top end quality product. Birla Corp, established in 1919, is part of the MP Birla Group with presence across cement and jute; cement constitutes over 90% of the company's revenues with units in Rajasthan, Madhya Pradesh, Uttar Pradesh and West Bengal.

Mr. Harsh Lodha, Chairman of Birla Corp, said: "I am very pleased to announce this very important transaction in Birla Corp's history. Reliance Cement fits our plans to grow the business profitably very well and offers lucrative prospects for creating synergy with existing operations. It provides an excellent platform for increasing our footprint in existing as well as new geographies. "

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Axis Capital acted as financial advisor, Nishith Desai Associates acted as counsel to Birla Corp for this transaction and Deloitte conducted the financial and commercial due diligence.

Yours faithfully

For **BIRLA CORPORATION LIMITED**

**(ADITYA SARAOGI)**  
**CHIEF FINANCIAL OFFICER**

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