



Birla Corporation Limited

Corporate Office:
1, Shakespeare Sarani,
A.C. Market (2nd Floor), Kolkata 700 071
P: 033 6603 3300-02
F: +91 33 2288 4426

Ref. No. BCL/10

July 19, 2019

Corporate Relationship Department
BSE 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

The Secretary,
National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Fax No.(022) 2659 8237/38/8348

Dear Sir,

Sub: Newspaper Advertisement of 99th Annual General Meeting

Please find attached the copy of the newspaper advertisement in relation to the notice of Ninety-ninth Annual General Meeting of the Company scheduled to be held on **Tuesday, the 13th August, 2019** including closure of Register of Members and Remote E-voting information. This is also placed on our website: www.birlacorporation.com.

This is for your information and records.

Thanking you,

Yours faithfully
For **BIRLA CORPORATION LIMITED**

(GIRISH SHARMA)
Jt. President (Indirect Taxes)
& Company Secretary

Encl: As above

Cc: M/s. National Securities Depository Ltd.,
Trade World, 4th Floor, Kamala Mills Compound,
Senapati Bapat Marg, Lower Parel,
Mumbai – 400 013



BIRLA CORPORATION LIMITED

Registered Office: Birla Building, 9/1, R.N. Mukherjee Road, Kolkata - 700 001
Phone: 6616 6729/6737/6738; Fax: 033-2248 7988/2672

Website: www.birlacorporation.com

E-mail: Investorsgrievance@birlacorp.com/coordinator@birlacorp.com

CIN: L01132WB1919PLC003334

NOTICE OF 99TH ANNUAL GENERAL MEETING, CLOSURE OF REGISTER OF MEMBERS AND REMOTE E-VOTING INFORMATION

Notice is hereby given that the Ninety-Ninth Annual General Meeting (Meeting) of the Company will be held on Tuesday, the 13th August, 2019 at Kalpataru Uttam Mancha, 10/1/1, Monohar Pukur Road, Kolkata - 700 026 at 10.30 a.m.

Notice is also given under Section 91 of the Companies Act, 2013 read with Companies (Management and Administration) Rules, 2014 and Regulation 42 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 that the Register of Members and Share Transfer Books of the Company will remain closed from 7th August, 2019 to 13th August, 2019 (both days inclusive) for the purpose of Annual General Meeting and payment of Dividend @ ₹ 7.50 per share (75%), if approved at the said meeting.

Further, Notice of the Meeting setting out the businesses to be transacted thereat together with the Annual Report of the Company (including the Directors' Report, Auditors' Report, Balance Sheet, Statement of Profit & Loss) have been sent to the shareholders of the Company individually at their registered addresses. The aforesaid documents have been sent electronically to those shareholders who have registered their e-mail addresses.

Shareholders are hereby informed that the Notice of the Meeting and the aforesaid documents are available on the Company's website (www.birlacorporation.com) and at the NSDL's e-voting website (www.evoting.nsdl.com). The said documents are also available for inspection at the Registered Office and Corporate Office of the Company between 10.00 a.m. and 12.00 noon on any working day excluding Saturday and Sunday prior to the date of the meeting and will also be available for inspection during the Meeting.

E-voting:

Pursuant to provisions of Section 108 of the Companies Act, 2013 and Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard on General Meetings, the Company is pleased to provide to its members facility to exercise their right to vote by electronic means. The facility of casting the votes by the members using an electronic voting system from a place other than venue of the Meeting ("remote e-voting") will be provided by National Securities Depository Limited (NSDL) in respect of all business to be transacted at the ensuing Annual General Meeting.

The remote e-voting facility shall commence on 10th August, 2019 (9:00 a.m.) and end on 12th August, 2019 (5:00 p.m.). During this period shareholders of the Company may cast their vote electronically on the items mentioned in the Notice of the Meeting. The e-voting module shall be disabled for voting thereafter. Once the vote on a resolution is cast by the shareholder, the shareholder shall not be allowed to change it subsequently.

The communication relating to remote e-voting, inter alia, containing user ID and Password along with a copy of the Notice convening the meeting has been despatched to the members. This communication and Notice of the meeting are available on the website of the Company at www.birlacorporation.com and on the website of NSDL at URL: <https://www.evoting.nsdl.com>.

A person whose name appears on the Register of Members/Beneficial Owners as on the cut-off date i.e. 6th August, 2019 only shall be entitled to avail the facility of remote e-voting as well as voting at the Meeting. Any person who becomes a member of the Company after despatch of the Notice and holding shares as on cut-off date i.e. 6th August, 2019 may obtain the user ID and Password by sending a request at evoting@nsdl.co.in or mcsats@rediffmail.com. The detailed procedure for obtaining user ID and Password are also provided in the Notice of the Meeting, which is available at the Company's website and NSDL's website. If the member is already registered with NSDL for e-voting then he can use the existing user ID and Password for casting the vote through e-voting.

The members, who have cast their vote by remote e-voting, may attend the Meeting but shall not be entitled to cast their vote again at the Meeting. The facility for voting through polling paper/tab voting shall be made available at the Meeting and the members attending the Meeting who have not cast their vote by remote e-voting shall be able to vote at the Meeting through polling paper/tab voting.

In case of any queries/grievances relating to voting by electronic means, the Members/Beneficial Owners may refer to the Frequently Asked Questions (FAQs) for Members and e-voting user manual for Members at the Downloads Section of <http://www.evoting.nsdl.com> or call on toll free no.: 1800 222 990 or contact Ms. Pallavi Mhatre, Manager, National Securities Depository Limited, Trade World, 'A' Wing, 4th Floor, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel, Mumbai 400 013, phone: (022) 2499 4545, e-mail: evoting@nsdl.co.in.

BY ORDER OF THE BOARD
Sd/-
(GIRISH SHARMA)
Jt. President (Indirect Taxes)
& Company Secretary

Place: Kolkata
Date: 18th day of July, 2019



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Sd/-
(GIRISH SHARMA)
Jt. President (Indirect Taxes)
& Company Secretary

Place: Kolkata
Date: 18th day of July, 2019