

Ref. No. 74G/

October 30, 2018

Corporate Relationship Department
BSE Limited
1st Floor, New Trading Ring, Rotunda Building, P.J. Towers,
Dalal Street, Fort,
Mumbai- 400 001

The Manager
Listing Department,
National Stock Exchange of India Limited
'Exchange Plaza', C-1, Block G,
Bandra-Kurla Complex, Bandra (East),
Mumbai- 400 051

Dear Sir(s),

**Sub: Disclosure under Regulation 30 read with
Schedule III of the SEBI (Listing Obligations and
Disclosure Requirements), Regulations, 2015**

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 (Listing Regulations), we wish to inform you that the Board of Directors of the Company at their Meeting held today i.e. 30th October, 2018 has approved the proposal to start test marketing of construction chemicals and additives to extend the M.P. Birla franchise.

The details as required under Regulation 30 of Listing Regulations is enclosed as **Annexure – "A"**.

This is for your information and record please.

Thanking you,

Yours faithfully
For **BIRLA CORPORATION LIMITED**



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

Encl.: As above

ANNEXURE – “A”

**DETAILS AS REQUIRED UNDER REGULATION 30 OF
LISTING REGULATIONS**

Sl. No.	Particulars	Disclosures
01.	Industry or area to which the new line of business belongs to	The New products belong to the construction industry and falls under construction chemicals and additives category.
02.	Expected benefits	New products have business synergy with the Company’s existing cement business and will be sold through same business network. Diversification from cement business to the construction solution provider through brand extension, by leveraging the existing network strength.
03.	Estimated amount to be invested	Since the Company is going for contract manufacturing, the investment towards manufacturing is Nil. However, the Company will incur only operational expenses.

