



ADITYA BIRLA NUVO LIMITED

June 9, 2011

Dear Shareholder,

Sub: Green Initiative in Corporate Governance - Electronic Mode of Service of documents.

Ministry of Corporate Affairs ("MCA") has taken a "Green Initiative in the Corporate Governance," thereby allowing Companies to serve documents to its shareholders through electronic mode vide its circulars dated 21st April, 2011 and 29th April, 2011.

Environment conservation and sustainable development are continuously on your Company's radar and therefore your Company supports MCA in this initiative.

Accordingly, it is proposed that henceforth documents such as Notices of General Meeting(s), Annual Reports and other shareholders communications will be sent electronically to the email address provided by you and/or made available to the Company by the Depositories.

Shareholders may register/change their email address with the Company through any of the following options :-

- 1) Company's Website : By visiting the following link on the home page:
[Important message to shareholder : Green Initiative
http://www.adityabirlanuvo.com/investors/downloads/
request_annual_report.aspx](http://www.adityabirlanuvo.com/investors/downloads/request_annual_report.aspx)
OR
- 2) Email : By sending an email to abnlsecretarial@adityabirla.com and mentioning the Name(s) and Folio Number/DP ID Client ID
OR
- 3) Business Reply Inland Letter : Returning this letter duly filled in at the Company's Registered Office address

If you still wish to receive the above documents in physical form, the same shall be made available upon receipt of a request from you.

Shareholders holding the shares in demat form are requested to also keep their Depository Participant informed of any changes in their e-mail address.

We solicit your valuable co-operation and support in our endeavor to contribute our bit to the environment.

Thanking you,

For Aditya Birla Nuvo Limited

**Devendra Bhandari
Jt. President & Company Secretary**

Folio no. DPID & Client ID	_____
Name of 1st Registered holder	_____
Name of Joint Holder(s)	_____
E-mail Address (to be registered)	_____
Contact Nos.	_____
Date : _____	Signature : _____

For any further query /assistance/suggestions, please contact Investor Service Centre at :

Registered Office :- Indian Rayon Compound, Veraval – 362 266, Gujarat	Telephone + 91 2876 245711 Fax + 91 2876 243220	Website www.adityabirlanuvo.com www.adityabirla.com E-mail abnlsecretarial@adityabirla.com
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