

Aditya Birla Capital Advisors announces First Closing and the first investment of Aditya Birla Private Equity – Sunrise Fund

~ Commitments of over Rs. 220 Crores in its second fund ~

Mumbai, September 06, 2011:

Aditya Birla Capital Advisors (ABCAP), the private equity arm of the Aditya Birla Financial Services Group (ABFSG), announced First Closing of the Aditya Birla Private Equity – Sunrise Fund, on August 30, 2011.

The second fund from Aditya Birla Private Equity has been very well received by domestic investors and has commitments of over Rs. 220 Crores. In view of continued strong patronage of investors, the Fund will continue to accept commitments for a limited period and would announce its Final Closing shortly.

Sunrise Fund also announced its maiden investment of up to Rs.40 Crores in New Delhi based SMS Paryavaran Limited (SMS), one of India's leading companies in water and waste-water treatment sector. The investment will be for a substantial minority stake with standard private equity rights. We believe SMS is a play on using Applied Technologies for integrated and stand-alone water treatment and waste-water treatment plants, for municipal and industrial customers. The company will use the proceeds to fund its aggressive growth plans in the backdrop of significant order flow.

Private Equity plays an important role in delivering the commitment of the Aditya Birla Financial Services Group to meet all the needs of our target customers. The mobilization of over Rs.220 Crores in our second fund is another strong stride towards fulfilling its ambitious plans in Private Equity space. The First Closing in Sunrise Fund takes its cumulative Funds under Management to Rs.1100 Crores. It demonstrates strong trust investors have continuously reposed in us over the last three years. As a demonstration of its commitment to the business, the Aditya Birla Group has made a significant LP contribution to the fund corpus.

About Aditya Birla Private Equity – Sunrise Fund (Sunrise Fund)

Sunrise Fund is a domestic Fund, uniquely focused on providing growth capital to proven businesses/ concepts within sectors that are in early stage of exponential growth. The Fund has a mandate to invest in potential winners within innovation driven sunrise sectors based on specific themes including Lifestyle, Lifeskills and Education, Lifecare and Applied Technologies. The Fund looks for minority stakes while investing primarily in unlisted, exponential-growth, India-centric businesses in sunrise sectors with a potential to play the role of an active investor

About Aditya Birla Capital Advisors Private Limited (ABCAP)

ABCAP offers asset management and advisory services in Private Equity, to domestic & global investors. The company has adopted a unique investment style of partnering with its portfolio companies by providing strategic and operational intervention and has its focus on growth investments in mid-market companies, with India as the investment destination

In addition to the second fund currently being raised, ABCAP currently manages Rs.880 Crores in its maiden fund, Aditya Birla Private Equity – Fund I which seeks to generate returns for its investors by investing in and harvesting business growth opportunities created by the strong economic prospects of the Indian economy. Fund I is a growth capital focused fund and will have an active investment approach. It proposes to target minority stakes, while investing primarily in mid-cap, high-growth, India-centric companies, and is sector-agnostic. Fund I has invested in GEI Industrial Systems, Credit Analysis and Research Limited (CARE), Anupam Industries Limited and BSE Limited.

For more information, please visit www.adityabirla-pe.com.
