

NOTICE

Notice is hereby given that the Eleventh Annual General Meeting of the Aditya Birla MyUniverse Limited (Formerly Known as Aditya Birla Customer Services Limited) will be held on Monday, June 10, 2019 at 11:00 A.M at One Indiabulls Centre, Tower-1, 18th floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai 400 013 to transact the following businesses:

ORDINARY BUSINESS:

1. To receive, consider and adopt the Audited Balance Sheet as at 31st March 2019 and the Statement of Profit and Loss Account for the year ended 31st March 2019 along with the notes forming part of the accounts, the Cash Flow Statement and the Report of the Directors' (Board Report) and Auditors' thereon.
2. To appoint a Director in place of Mr. Ajay Srinivasan (DIN 00121181), who retires from office by rotation, being eligible offers himself for re-appointment.

For and on behalf of Board of Directors
Aditya Birla MyUniverse Limited

Sd/-
Shweta Laddha
Company Secretary
A-40166

Place: Mumbai
Date: May 17, 2019

Aditya Birla MyUniverse Limited
(Formerly known as Aditya Birla Customer Services Limited)
CIN: U93000MH2008PLC186669
Contact: 02267485700
care.myuniverse@adityabirlacapital.com
www.myuniverse.co.in

Registered & Corporate Office:
12th floor (North wing),
R-Tech Park, Nirlon Compound,
Beside Hub Mall, Off Western
Express Highway Goregaon (E)
Mumbai- 400063

NOTES:

- 1. A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING, IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF AND THE PROXY NEED NOT BE A MEMBER OF THE COMPANY**
- 2. THE INSTRUMENT APPOINTING PROXY SHOULD BE DULY COMPLETED, STAMPED, SIGNED AND MUST BE DEPOSITED AT THE REGISTERED OFFICE OF THE COMPANY NOT LESS THAN FORTY EIGHT HOURS BEFORE THE COMMENCEMENT OF THE MEETING.**
- 3. A PERSON CAN ACT AS A PROXY ON BEHALF OF MEMBERS NOT EXCEEDING FIFTY AND HOLDING IN AGGREGATE NOT MORE THAN TEN PERCENT OF THE TOTAL SHARE CAPITAL OF THE COMPANY CARRYING VOTING RIGHTS. A MEMBER HOLDING MORE THAN TEN PERCENT OF THE TOTAL SHARE CAPITAL OF THE COMPANY CARRYING VOTING RIGHTS MAY APPOINT A SINGLE PERSON AS PROXY AND SUCH PERSON SHALL NOT ACT AS A PROXY FOR ANY OTHER MEMBER. THE HOLDER OF PROXY SHALL PROVE HIS IDENTITY AT THE TIME OF ATTENDING THE MEETING.**
4. Corporate members intending to send their authorized representatives to attend the meeting are requested to send a certified copy of the Board resolution to the Company, authorizing their representative to attend and vote on their behalf at the meeting.
5. The relevant explanatory statements pursuant to section 102 of Companies Act, 2013 with respect to special business set out in the Notice, if any, are annexed.
6. The Register of Directors and Key Managerial Personnel and their shareholding, maintained under Section 170 of the Companies Act, 2013, will be available for inspection by the members at the venue of the AGM.

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7. The Register of Contracts or Arrangements in which the directors are interested, maintained under Section 189 of the Companies Act, 2013, will be available for inspection by the members at the venue of the AGM.

For and on behalf of Board of Directors
Aditya Birla MyUniverse Limited

Sd/-

Shweta Laddha
Company Secretary
A-40166

Place: Mumbai
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Details of Directors seeking appointment / re-appointment in the 11th Annual General Meeting as required under Secretarial Standards on General Meetings

Name of the Director	Mr. Ajay Srinivasan
Date of Birth	02-11-1963
Age	56 Years
Date of appointment in the Board	06-05-2015
Qualification	BA with Honours in Economics from St Stephens College, University of Delhi and an MBA from the Indian Institute of Management, Ahmedabad
Experience and Expertise in specific functional area	Mr. Ajay Srinivasa experience in the financial services industry spans across 3 decades, with 16 years of being a CEO of CEO's. He has a track record of setting up and successfully scaling multiple business entities, not just in India but also internationally.
Directorships held in other companies	<ol style="list-style-type: none"> 1. Aditya Birla Housing Finance Limited 2. Aditya Birla Finance Limited 3. Aditya Birla Management Corporation Pvt Limited 4. Aditya Birla PE Advisors Private Limited 5. Aditya Birla Sun Life AMC Limited 6. Aditya Birla Health Insurance Co. Limited 7. Aditya Birla Capital Foundation 8. Aditya Birla Sun Life Insurance Company Limited 9. Aditya Birla ARC Ltd
Chairman / Member of Committee (s) of Board of Directors of the Company	<ol style="list-style-type: none"> 1. Audit Committee – Member 2. Nomination and remuneration committee - Member
Chairman / Member of the Committee(s) of Board of Directors of other Companies in which he is a Director	Attached as Annexure A
Remuneration to be paid by the Company	NA
Remuneration last drawn	NA
Whether related with other Directors/ Key Managerial Personnel	No
Number of Board meetings attended during the year	Five
Number of Shares held in Company	Nil

There are no *inter-se* relationships between the Board of Directors of the Company.

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Annexure A

Chairman / Member of the Committee(s) of Board of Directors of other Companies in which he is a Director

Sr. No.	Name of the Company	Name of the Committee	Member/ Chairman
1	Aditya Birla Housing Finance Limited	Audit Committee	Member
		Nomination & Remuneration Committee	Member
		Corporate Social Responsibility Committee	Member
		Risk Committee	Member
		Share Allotment Committee	Member
2	Aditya Birla PE Advisors Private Limited	Audit Committee	Member
		Corporate Social Responsibility Committee	Member
		Investment Committee	Member
3	Aditya Birla Sun Life AMC Limited	Audit Committee	Member
		Nomination & Remuneration Committee	Member
		Corporate Social Responsibility Committee	Member
		Risk Management Committee	Member
		Investment Committee	Member
		Product Committee	Member
4	Aditya Birla Finance Limited	Audit Committee	Member
		Nomination & Remuneration Committee	Member
		Corporate Social Responsibility Committee	Member
		Risk Committee	Member
		Finance Committee	Member
		Share Allotment Committee	Member
		Stakeholders Relationship Committee	Chairman
5	Aditya Birla Health Insurance Co. Limited	Audit Committee	Member
		Nomination and Remuneration Committee	Member
		Risk Management Committee	Member
		Investment Committee	Member
		Policyholder Protection Committee	Member
		Share Allotment Committee	Member
6	Aditya Birla ARC Limited	Asset Acquisition and Resolution Committee	Chairman
7	Aditya Birla Sun Life Insurance Company Limited	Audit Committee	Member
		Nomination and Remuneration Committee	Member
		Risk Management Committee	Member
		Corporate Social Responsibility Committee	Member
		Asset Liability Management Committee	Member
		Investment Committee	Member
		Policyholders' Protection Committee	Member

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PROTECTING INVESTING FINANCING ADVISING

Aditya Birla MyUniverse Ltd.

Attendance Slip

ADITYA BIRLA MYUNIVERSE LIMITED

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Email: care.myuniverse@adityabirlacapital.com Website: www.myuniverse.co.in

Ph: 8655400007

Name of the Member(s) :

Registered Address :

Folio No/ Client ID :

No. of Shares held :

I/We hereby record my/our presence at the Annual General Meeting held at the Registered Office at One Indiabulls Centre, Tower-1, 18th floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai 400 013 on Monday, June 10, 2019 at 11.00 A.M

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Form No. MGT-11**Proxy Form**

[Pursuant to Section 105(6) of the Companies Act, 2013 and Rule 19(3)
of the Companies (Management and Administration) Rules, 2014]

CIN: U93000MH2008PLC186669

Name of the Company: Aditya Birla MyUniverse Limited

Registered Office: 12th floor (North wing), R-Tech Park, Nirlon Compound, Beside
Hub Mall, Off Western Express Highway Goregaon (E) Mumbai- 400063

Name of the Member(s):

Registered address:

E-mail Id:

Folio No. /Client Id & DP. Id:

I/We, being the Member(s) ofshares of the above named Company, hereby
appoint

1.

Name:.....
.....

Address:

E-mail Id:

Signature:..... , or failing him

2.

Name:.....
.....

Address:

E-mail Id:

Signature:..... , or failing him

3.

Name:.....
.....

Address:

E-mail Id:

Signature:.....

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as my/our proxy to attend and vote (on a poll) for me/us and on my/our behalf at the Annual General Meeting of the Company, to be held on June 10, 2019 at One Indiabulls Centre, Tower-1, 18th floor, Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai 400 013 at 11:00 A.M, and at any adjournment thereof in respect of such resolutions as are indicated below:

Ordinary Business

1. Adoption of Accounts
2. Re-appointment of Mr. Ajay Srinivasan

Affix Rs.1 Revenue Stamp

Signed this..... day of..... 2019

Signature of shareholder:

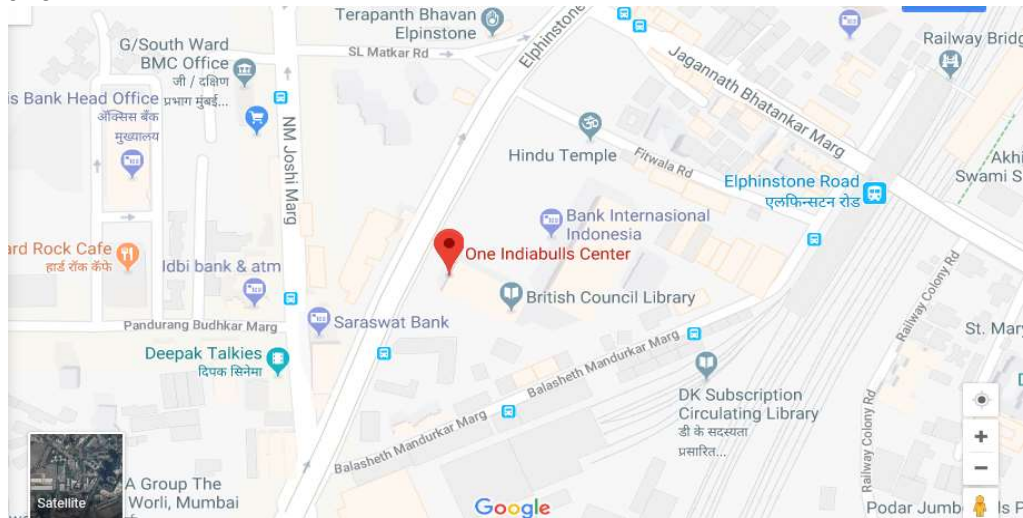
Signature of Proxy holder(s):

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting

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**Route Map of the Venue - One Indiabulls Centre, Tower-1, 18th floor,
Jupiter Mill Compound, 841, S.B. Marg, Elphinstone Road, Mumbai 400
013**



Landmark: Near Deepak Cinema.

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