

Ref No.: NSE/LIST/87561

September 20, 2016

The Company Secretary  
Birla Ericsson Optical Limited  
Udyog Vihar, P.O. Chorhata,  
Rewa (M.P) - 486006.

**Kind Attn.: Mr. Somesh Laddha**

Dear Sir,

**Sub: Change of Name / Symbol of the Company**

This is with reference to your letter requesting change of the name of the company on the records of the Exchange. We have taken note of the same and consequently the name of the company will be changed from 'Birla Ericsson Optical Limited' to 'Birla Cable Limited' and symbol be changed from 'BIRLAERIC' to 'BIRLACABLE' w.e.f. September 26, 2016.

In case you need any further clarifications please contact us at the numbers: 022-26598235/36.

Yours faithfully,  
For National Stock Exchange of India Limited.

Divya Poojari  
Manager

Note: "Please note that all critical/price sensitive information and other submissions under the Listing Regulations be provided by the company only on online filing facilities provided by the Exchange in electronic platform 'NEAPS' – NSE Electronic Application Processing System (<https://www.connect2nse.com/LISTING/>) for quicker and efficient processing of your submissions".