

BIRLA CABLE LTD.

(Formerly Birla Ericsson Optical Ltd.)

Regd. Office & Works: Udyog Vihar, P.O. Chorhata, Rewa - 486 006 Madhya Pradesh, India
CIN: L31300MP1992PLC007190
Telephone: +91 7662 400580, Fax: +91 7662 400680
Email: headoffice@birlacable.com; Website: www.birlacable.com

BIRLA CABLE/CS/1718/

8 MAY 2017

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

The Manager,
Listing Department,
The National Stock Exchange of India Ltd,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
MUMBAI-400 051

Company's Scrip Code: 500060

Company's Scrip Code: BIRLACABLE

Dear Sir,

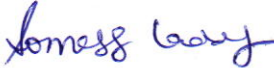
**Sub: Newspaper advertisement pursuant to Regulation
47 of SEBI (Listing Obligations and Disclosure
Requirements) Regulations, 2015**

In pursuance to Regulation 47 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the Newspaper advertisement dated 6th May, 2017 published in one leading English newspaper namely 'Financial Express' and one Hindi newspaper having wide circulation in the Rewa district in which registered office of the Company is situated i.e. 'Dainik Jagran'.

This is for your kind information and records.

Thanking you,

Yours faithfully,
for Birla Cable Limited


(Somesh Laddha)
Company Secretary

Encl: As above.