

Dear Debenture holder,

Sub: Notice exercising Call Option for Option I Secured Redeemable Non-Convertible Debentures of face value of ₹ 1,000 each (“NCDs”) issued to the Debentureholders pursuant to the Prospectus dated August 1, 2011 (“Prospectus”) by Shriram City Union Finance Limited, (“Company”) and the Debenture Trust Deed dated August 25, 2011 (“Trust Deed”).

This is with reference to the Call Option available to the Company for Option I NCDs issued under Prospectus and Trust Deed. Few details and the process of exercise of Call Option are set out below.

1. Call Option: The Company had issued NCDs and allotted it on August 26, 2011 (“**Deemed Date of allotment**”) in terms of Prospectus and the Trust Deed. With respect to Option I NCDs, the Company shall at the end of 48 months have the right to redeem such outstanding Option I NCDs (“Call Option”). Accordingly, the Company has decided to exercise Call Option and redeem all outstanding Option I NCDs fully.

2. NCDs to be redeemed under Call Option (“Option I NCD”): Call Option shall be exercised by the Company for the following NCDs.

Description of Option I NCDs	Interest Rate p.a (%)	ISIN	NSE Scrip Code	BSE Scrip Code
NCD Holders (Category-I and II as per Prospectus)	11.60	INE722A07208	N1	934820
NCD Holder (Unreserved Individuals)	11.85	INE722A07224	N2	934822
NCD Holders (Reserved Individuals)	12.10	INE722A07216	N3	934821

The NCDs held under other ISINs than mentioned above issued by the Company are not eligible for redemption under the Call Option .

3. Record Date: The Record Date for sending this notice and for payment of Redemption Amount to Option I NCD holders has been fixed by the Company as **Monday, August 10, 2015.**

4. Procedure for Call Option: The NCD holders holding such Option I NCDs as on Record Date, i.e. Monday August 10, 2015 shall be eligible for Redemption Amount. The Redemption Amount shall be credited to the Bank Account of Option I NCD holder as per Bank Particulars appearing in demographic details provided by NSDL/CDSL .

5. Redemption Amount: On exercise of Call Option by the Company, the NCDs will be redeemed at their face value of ₹ 1,000 each along with interest amount accrued thereon from April 01, 2015 to August 25, 2015 (both days inclusive), which together referred as Redemption Amount.

6. Payment of Redemption and Amount to NCD Holders: The Redemption Amount shall be paid on August 26, 2015 to Option I NCD holders holding such NCDs as on the Record Date by crediting such Redemption Amount to the Bank Account appearing in the demat account of respective NCD holders.

7. Bank Particulars for Payment of NCDs: Address / Bank Particulars in the demat account as appearing in the demographic details provided by National Securities Depository Limited (“NSDL”) / Central Depository Services (India) Limited (“CDSL”) only will be considered for payment of Redemption Amount, pursuant to exercise of Call Option. In case the Redemption Amount could not be credited to the bank account of the NCD holder directly, Cheque / Demand Draft would be dispatched to the address of the NCD holders updated in the demat account as on Record Date.

9. Redemption and Extinction: On exercise of Call Option by the Company, the Company shall extinguish all Option I NCDs fully after the payment of Redemption Amount. No claim shall lie against the Company for Option I NCDs after the Redemption Amounts are paid or separated. After the Record Date, the ISIN of Option I NCDs shall be frozen by the Depositories. Therefore, no transaction in Option I NCDs could be carried out by any NCD holders. The Option I NCDs may be suspended for trading by BSE Ltd and National Stock Exchange of India Ltd as they deem fit.

10. Contact details: For any queries / clarifications with regard to the above, the NCD holders can contact, M/s Integrated Enterprises (India) Limited, 2nd Floor, "Kences Towers" No.1 Ramakrishna Street, North Usman Road, T.Nagar, Chennai – 600 017, Telephone No :+ 91 44 28140801-03, Contact Person: Sri. K Balasubramanian, Email: scuf@integratedindia.in (“RTA”) in this regard.

Place: Chennai
Date :July 28, 2015

Sd/-
R.DURUVASAN
Managing Director & CEO
DIN:00223052