



January 15, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Preferential Issue of equity shares of face value of ₹ 10 each (the "Equity Shares") by Aditya Birla Fashion and Retail Limited (the "Company") under the provisions of Chapter V of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"), and Sections 42 and 62 of the Companies Act, 2013 (including the rules made thereunder), as amended (the "Preferential Issue").

- Ref.:**
1. Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations (the "SEBI Listing Regulations"), 2015 and SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 and
 2. Our intimation dated January 10, 2025

Dear Sir/ Madam,

Kindly note that the Board of Directors of the Company at its meeting held today ("*the meeting*") have, *inter alia*, approved issuance of equity shares of the Company on a preferential issue basis, subject to the approval of the shareholders and other necessary approvals, if any:

- Up to 4,08,72,580 Equity Shares of face value of ₹ 10/- each at issue price of ₹ 317.45/- each including the Premium of ₹ 307.45/- each, aggregating to an amount up to ₹ 1297,50,00,521 under Promoter/ Promoter Group category and
- Up to 3,96,97,838 Equity Shares of face value of ₹ 10/- each at issue price of ₹ 272.37/- each including the Premium of ₹ 262.37/- each, aggregating to an amount up to ₹ 1081,25,00,137 to Qualified Institutional Buyers under Non-Promoter Category.

The Board also approved convening of an extraordinary general meeting of the Company on Thursday, February 13, 2025, *inter-alia*, to approve the above matters.

Brief details in accordance with the SEBI Listing Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are annexed herewith as **Annexure A & Annexure B.**

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
Tel.: +91 86529 05000
Fax: +91 86529 05400

Website: www.abfrl.com

E-mail: secretarial@abfrl.adityabirla.com



The meeting of the Board of Directors commenced at 9:00 a.m. and concluded at 9:34 a.m.

The above information is also available on the website of the Company i.e. www.abfrl.com.

Thanking you,

Sincerely,

For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President & Company Secretary

Encl: As above

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Annexure A

i. Issuance of Equity Shares to Promoter Group

Sr. No.	Particulars	Details															
a)	Type of securities proposed to be issued	Equity Shares															
b)	Type of issuance	Preferential Issue in accordance with Chapter V of the SEBI ICDR Regulations and other applicable law															
c)	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	up to 4,08,72,580 Equity Shares of face value ₹ 10/- each at an issue price of ₹ 317.45 per Share, for an aggregate consideration of up to ₹ 1297,50,00,521 to Promoter Group entity															
d)	Additional details in case of preferential issue																
i.	Names of the investors	Pilani Investment and Industries Corporation Limited															
ii.	Number of investors	One															
iii.	Post allotment of securities - outcome of the subscription	<table border="1"> <thead> <tr> <th>Particulars</th> <th colspan="2">Pre-issue shareholding</th> <th colspan="2">Post-issue shareholding *</th> </tr> <tr> <th>Name</th> <th>No. of shares</th> <th>%</th> <th>No. of shares</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Pilani Investment and Industries Corporation Limited</td> <td>39,88,866</td> <td>0.37%</td> <td>4,48,61,446</td> <td>3.90%</td> </tr> </tbody> </table>	Particulars	Pre-issue shareholding		Post-issue shareholding *		Name	No. of shares	%	No. of shares	%	Pilani Investment and Industries Corporation Limited	39,88,866	0.37%	4,48,61,446	3.90%
Particulars		Pre-issue shareholding		Post-issue shareholding *													
Name		No. of shares	%	No. of shares	%												
Pilani Investment and Industries Corporation Limited	39,88,866	0.37%	4,48,61,446	3.90%													
		<i>* does not take into account possible change in % shareholding pursuant to Qualified Institutional Placement approved by the Board today</i>															
iv.	In case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument.	Not Applicable															

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Annexure B

ii. Issuance of Equity Shares to Qualified Institutional Buyers

Sr. No.	Particulars	Details																													
a)	Type of securities proposed to be issued	Equity Shares.																													
b)	Type of issuance	Preferential Issue in accordance with Chapter V of the SEBI ICDR Regulations and other applicable law.																													
c)	Total number of securities proposed to be issued or the total amount for which the securities will be issued (approximately)	Up to 3,96,97,838 Equity Shares of face value ₹ 10/- each at an issue price of ₹ 272.37 per Share, for an aggregate consideration of up to ₹ 1081,25,00,137 to Qualified Institutional Buyers.																													
d)	Additional details in case of preferential issue																														
i.	Names of the investors	<ol style="list-style-type: none"> 1. Fidelity Blue Chip Growth Fund; 2. Fidelity Blue Chip Growth Commingled Pool; 3. Fidelity Blue Chip Growth K6 Fund; 4. Fidelity Series Blue Chip Growth Fund and 5. FIAM Target Date Blue Chip Growth Commingled Pool. 																													
ii.	Number of Investors	Five																													
iii.	Post allotment of securities – outcome of the subscription	<table border="1"> <thead> <tr> <th rowspan="2">Particulars</th> <th colspan="2">Pre-issue shareholding</th> <th colspan="2">Post-issue shareholding *</th> </tr> <tr> <th>No. of shares</th> <th>%</th> <th>No. of shares</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>Fidelity Blue Chip Growth Fund</td> <td>Nil</td> <td>NA</td> <td>2,37,73,623</td> <td>2.06%</td> </tr> <tr> <td>Fidelity Blue Chip Growth Commingled Pool</td> <td>Nil</td> <td>NA</td> <td>41,08,441</td> <td>0.36%</td> </tr> <tr> <td>Fidelity Blue Chip Growth K6 Fund</td> <td>Nil</td> <td>NA</td> <td>55,27,799</td> <td>0.48%</td> </tr> <tr> <td>Fidelity Series Blue Chip Growth Fund</td> <td>Nil</td> <td>NA</td> <td>37,82,092</td> <td>0.33%</td> </tr> </tbody> </table>	Particulars	Pre-issue shareholding		Post-issue shareholding *		No. of shares	%	No. of shares	%	Fidelity Blue Chip Growth Fund	Nil	NA	2,37,73,623	2.06%	Fidelity Blue Chip Growth Commingled Pool	Nil	NA	41,08,441	0.36%	Fidelity Blue Chip Growth K6 Fund	Nil	NA	55,27,799	0.48%	Fidelity Series Blue Chip Growth Fund	Nil	NA	37,82,092	0.33%
Particulars	Pre-issue shareholding			Post-issue shareholding *																											
	No. of shares	%	No. of shares	%																											
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ADITYA BIRLA**FASHION & RETAIL**

		FIAM Target Date Blue Chip Growth Commingled Pool	Nil	NA	25,05,883	0.22%
		<i>* does not take into account possible change in % shareholding pursuant to Qualified Institutional Placement approved by the Board today</i>				
iv.	In case of convertibles - intimation on conversion of securities or on lapse of the tenure of the instrument.	Not Applicable				

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