



June 10, 2020

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Corporate Presentation of Aditya Birla Fashion and Retail Limited ["the Company"]

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015; and
2. ISIN: INE647001011

Dear Sir/ Madam,

This is in continuation to our communication dated May 27, 2020 with respect to fund raising of INR 1,000 Crore (Rupees One Thousand Crore only) by way of a Rights Issue.

In this regard, please find attached, the Corporate Presentation of the Company.

The above is being made available on the Company's website i.e. www.abfrl.com.

This is for your information.

Thanking you.

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**

Geetika Anand
Vice President & Company Secretary

Encl.: As above

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
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Aditya Birla Fashion & Retail Ltd.

Corporate Presentation
June 2020

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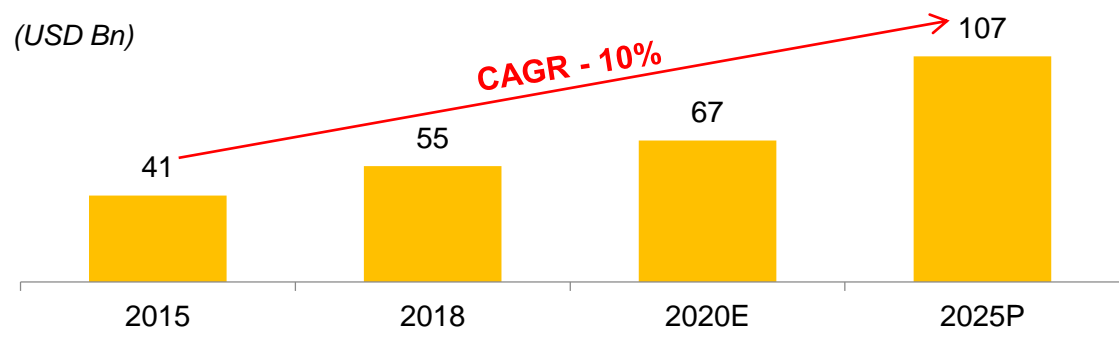
- 1. Industry Overview & Opportunity**
- 2. Company Profile**
- 3. Strengths & Strategies**
- 4. Sustainability & CSR**
- 5. Financial Performance**



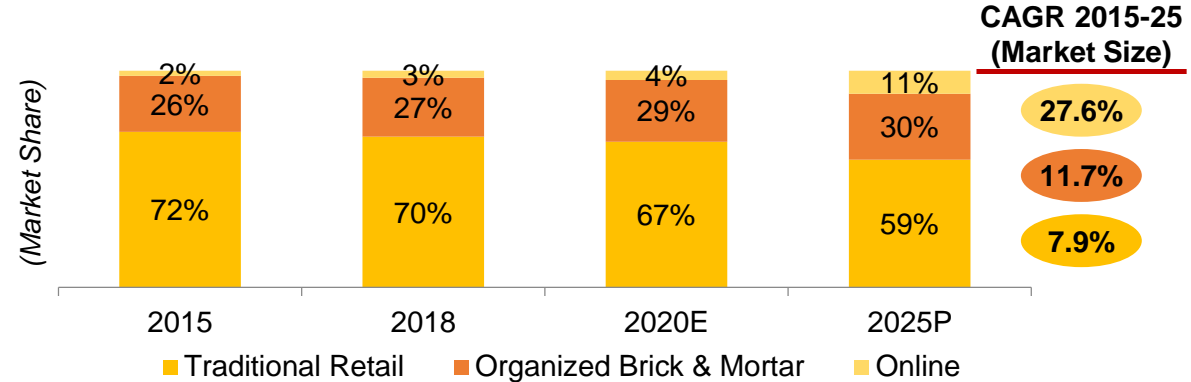
1. Industry Overview & Opportunity

Indian Apparel Market expected to touch ~\$107 Bn by 2025

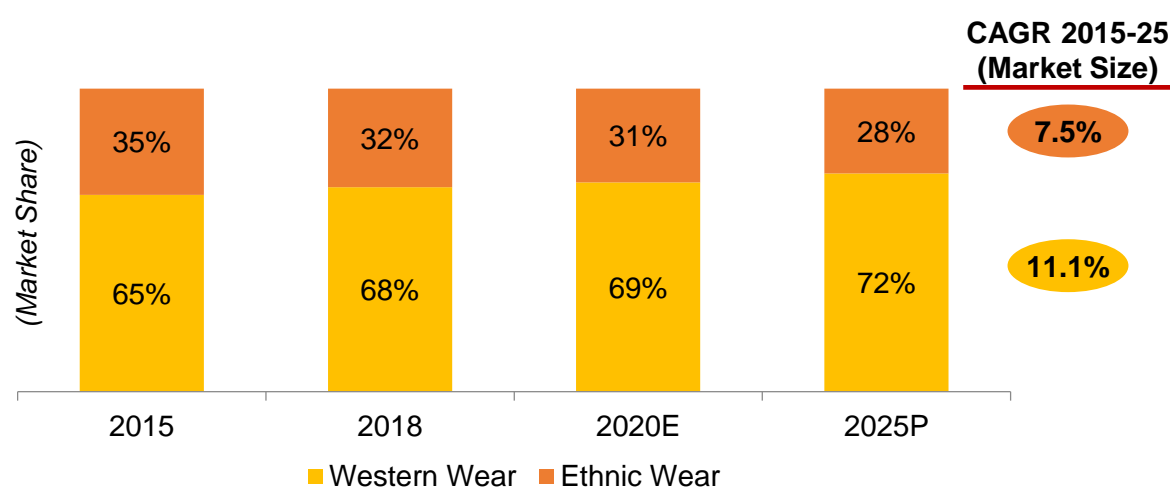
Indian Apparel Market - Projected to grow at a 10% CAGR to reach ~\$107 Bn by FY25



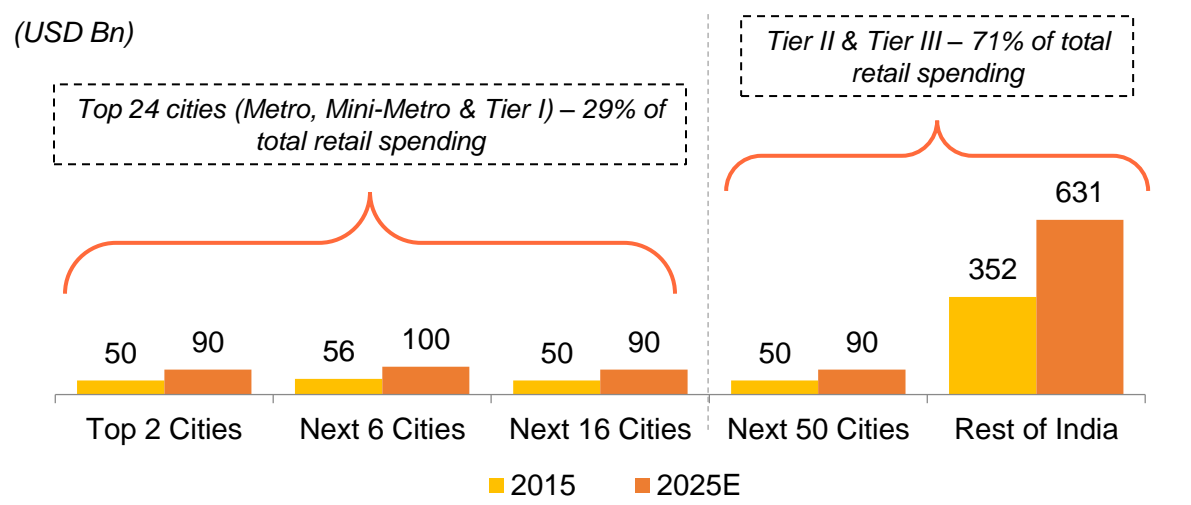
Channel Mix (Market Share) – Online as a channel is expected to grow the fastest, followed by Organised Brick & Mortar



Categorisation Mix (Market Share) - Indian Apparel Market is dominated by Western Wear and is expected to reach \$77 Bn by FY25



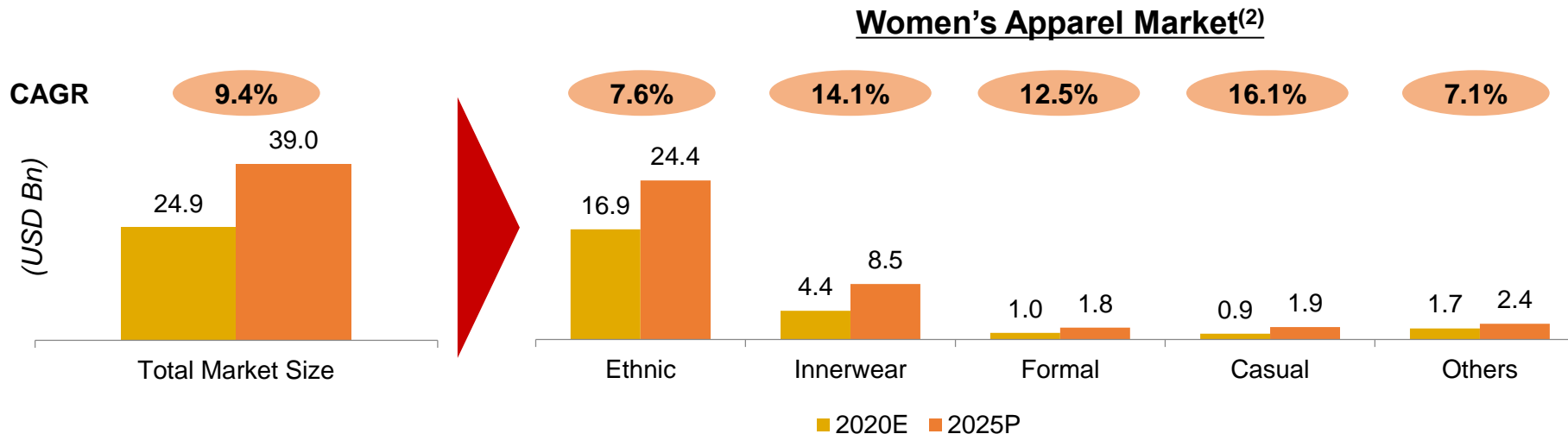
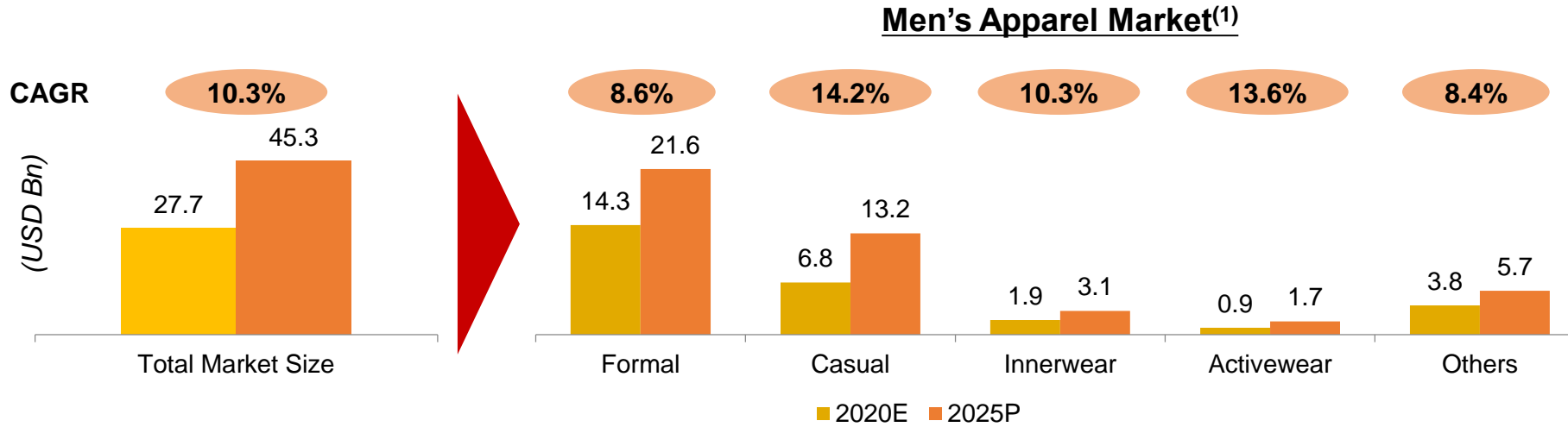
Overall Retail Spend Across Different Cities⁽¹⁾ - Tier II & Tier III cities to lead the retail consumer spending



Source: Report on India Fashion Market, June 2020 by Wazir Advisors

1. Top 2 Cities - Delhi & Mumbai; Next 6 Cities – Bangalore, Chennai, Hyderabad, Ahmedabad, Pune Kolkata; Next 16 Cities – Surat, Jaipur, Lucknow, Nagpur, Patna Indore, Coimbatore, Vadodara, Ludhiana, Bhopal, Kochi, Vishakhapatnam, Madurai, Nashik, Jamshedpur, Guwahati; Next 50 (Indicative): Mostly Tier III Cities such as Kanpur, Kozhikode, Thrissur, Agra, Trivandrum, Varanasi, Rajkot, Meerut, Vijaywada, Amritsar, Jodhpur, Ranchi

Segment Analysis



- **Men's Apparel** - 42% contribution to the overall apparel market in FY20
 - ✓ Formals is the biggest component contributing nearly 50% of the overall men's category
 - ✓ Casuals and Activewear are the two fastest growing categories
- **Women's Apparel** - 37% contribution to the overall apparel market in FY20
 - ✓ Ethnic is the biggest component contributing nearly 70% of the overall women's category
 - ✓ Casuals and Innerwear are the two fastest growing categories
- **Kid's Apparel** - 21% contribution to the overall apparel market in FY20
 - ✓ FY20 market size is ~\$14 Bn and is expected to grow at a CAGR of 10.5% to reach ~\$23 Bn by FY25

Source: Report on India Fashion Market, June 2020 by Wazir Advisors

1. Men's Categorisation: Formals include Shirts, Trousers, Suits/Coats/Safari Suits; Casuals include T-shirts and Denim; Others include Winterwear, Ethnic etc.

2. Women's Categorisation: Formals include Top/Shirts, Formal Jackets, Trousers/Skirts; Casuals include T-shirts and Denim; Others include Winterwear, Sleepwear etc

Favorable Demographics leading to Consumption Megatrends

Changing Demographics

1

- **Young population** are well travelled, brand conscious and well connected
- **By 2030, India's median age is expected to be under 30 years**

2

- **Only 33% of India's population classified as urban** compared to global average of 54% (FY16)
- **By 2050 India will have half of total population live in urban areas** and will account for well over 80% of GDP

3

- **India's affluent middle class is increasing** and its estimated that 23% of global middle class will be from India by 2030
- The households with annual earnings between USD 10,000-50,000 have also grown at a CAGR of 20% over the last 5 years

4

- **Increase in Nuclearisation**
- Fall in the average household size coupled with rising disposable income will lead to greater discretionary spending

5

- **Rural areas are developing at a rapid pace** and so is their purchasing power
- Mid- value India Fashion Market segment of western wear is the preferred choice of people from rural areas

Consumption Megatrends



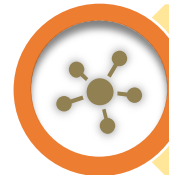
Increase in Brand Consciousness

- Consumers in non-metros are realizing the importance of better brands
- Western wear brands are growing across all segments of the Indian market (premium, medium and value)



Far greater participation of women in the society

- Increase in the number of working women is expected to drive the western wear market in India



Rise of Digitization

- Apparel Retail through online channel is expected to grow at a CAGR of 31% from FY20-25
- In the post COVID era, rate of adoption of omnichannel strategy among fashion players is expected to increase



Rising influence of Media & Technology

- Rise of athleisure, online penetration of western wear, rise of private label expected to contribute to growth



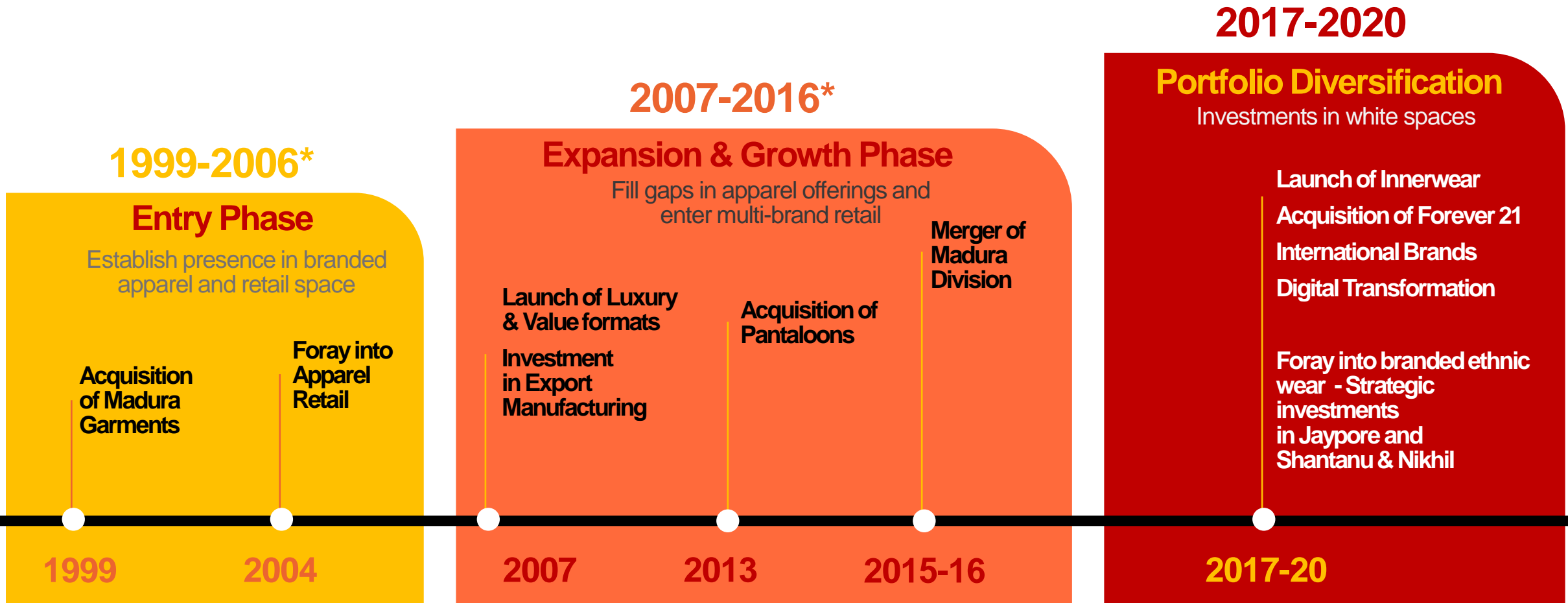
Rise in Aspirational Buying

- Shift towards aspiration rather than need based buying and design innovations that appeal to Indian sensibilities



2. Company Profile

Our Journey



One of the Leaders in Indian Fashion

Madura Segment

As on March 31, 2020

Key Brands	
Lifestyle Brands	Louis Phillipe, Van Heusen, Allen Solly, Peter England
New Businesses	
Fast Fashion	Forever 21
Global Brands	The Collective, Ralph Lauren, Fred Perry, Hackett, Ted Baker and American Eagle
Innerwear	Van Heusen
Ethnic Wear	Jaypore, Shantanu & Nikhil

2,699
Brand Stores

183 lakhs
Loyalty Base[^]

₹ 5,434 Cr.
Revenue (FY20)

Pantaloon Segment

As on March 31, 2020

Categories
Men
Women's Western
Women's Ethnic
Kids
Non Apps

342
Stores

169 lakhs
Loyalty Base[^]

₹ 3,514 Cr.
Revenue (FY20)



Balanced Portfolio Across Segments*



Men's Casuals – 42%



Men's Formals – 25%



Women's Western – 15%



Ethnic – 8%



Kids – 7%



Innerwear – 3%

Home to India's 5 Leading Apparel Brands



*Indicative Split for FY20

[^] There could be an overlap in the Loyalty Base between Madura and Pantaloon Segments

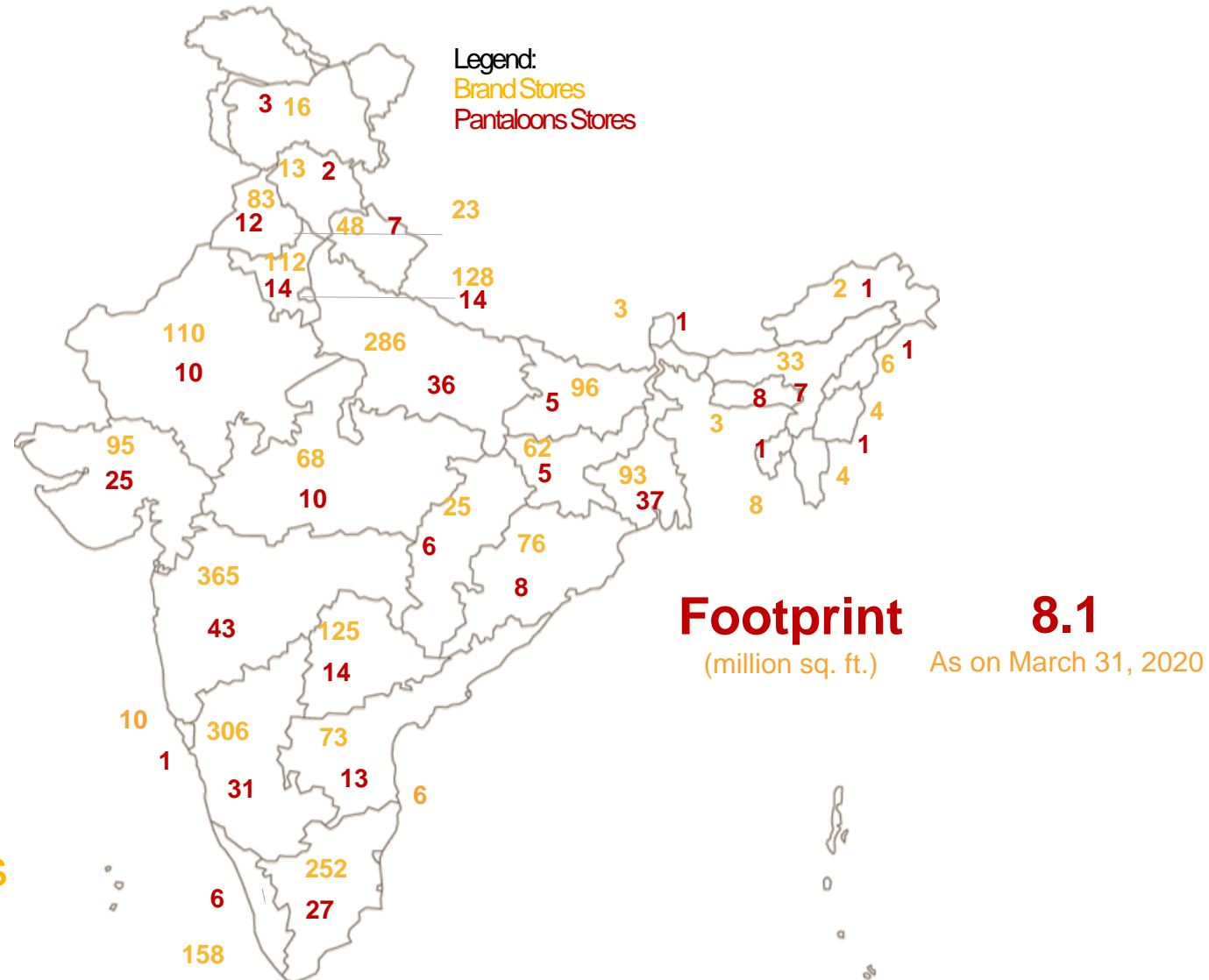
One of India's Widest Distribution Networks

2,699
 Brand Stores

342
 Pantaloon Stores

25,000
 Multi-brand Outlets

6,514
 SIS across Dept. stores

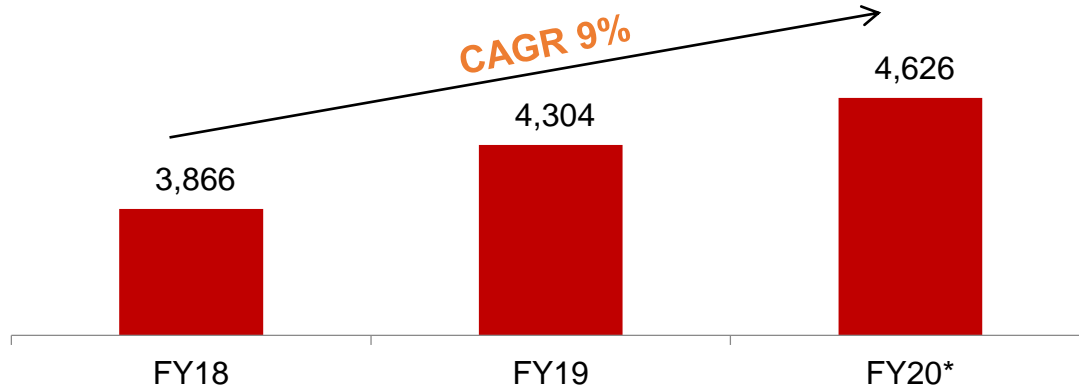


Lifestyle Brands

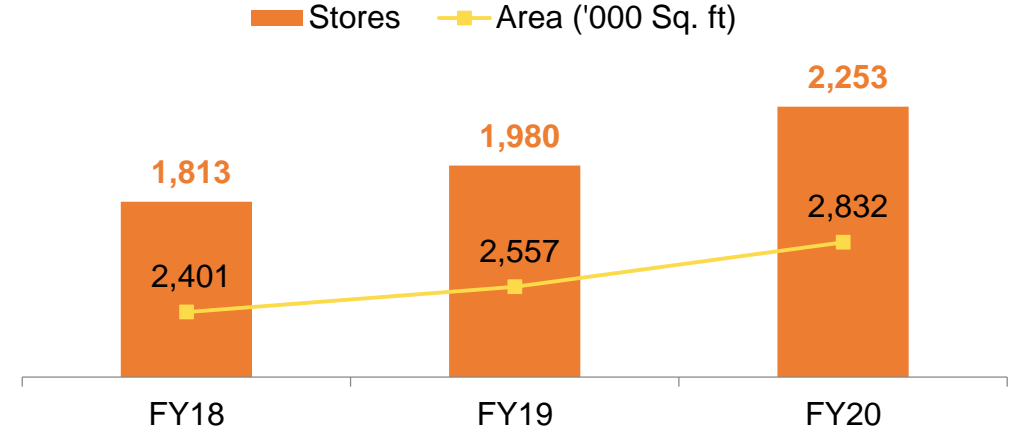
Leading Branded Apparel Play



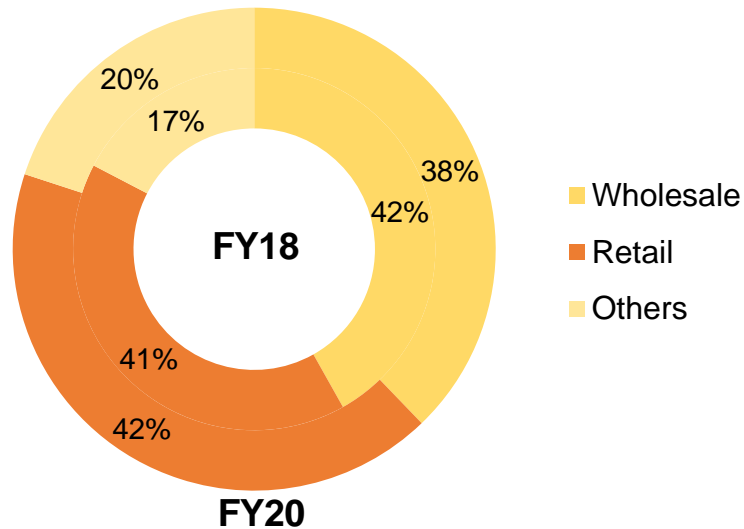
Revenue (₹ Cr.)



Retail Network



Channel-wise Revenue Mix



Loyalty Base[^] – 183 lakhs

As on March 31, 2020



49%

of revenues from loyal customers

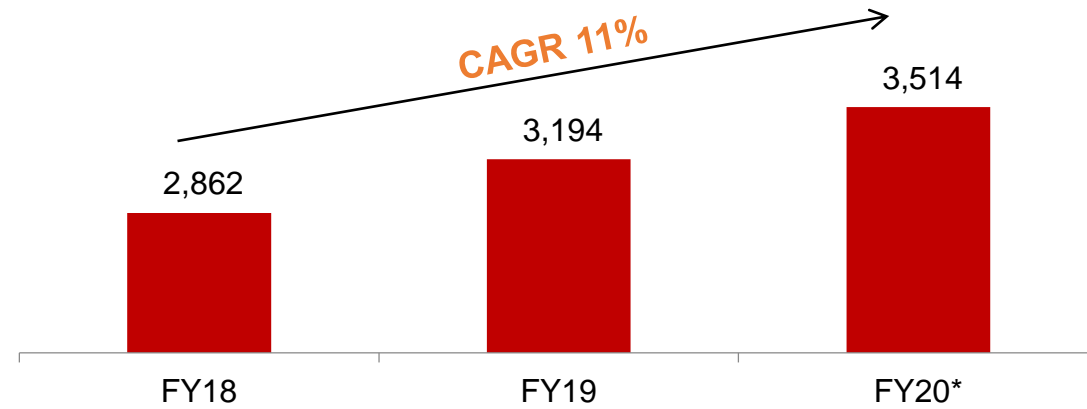
* Q4FY20 numbers impacted by COVID-19 and subsequent lockdown

[^] There could be an overlap in the Loyalty Base between Madura and Pantaloons Segments

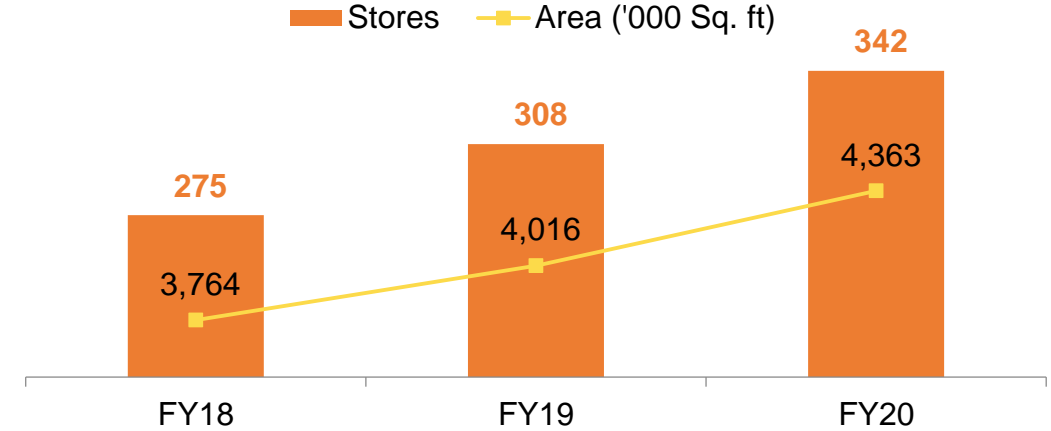
Pantaloons

Leading Large Format Fashion Retailer

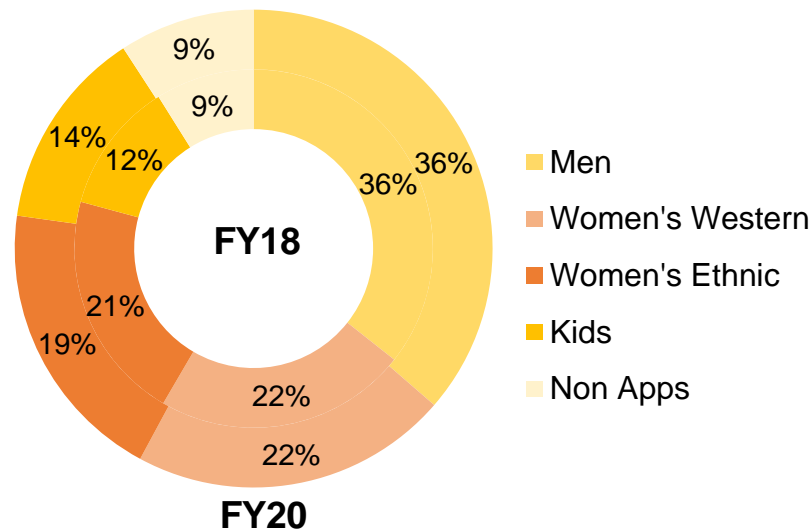
Revenue (₹ Cr.)



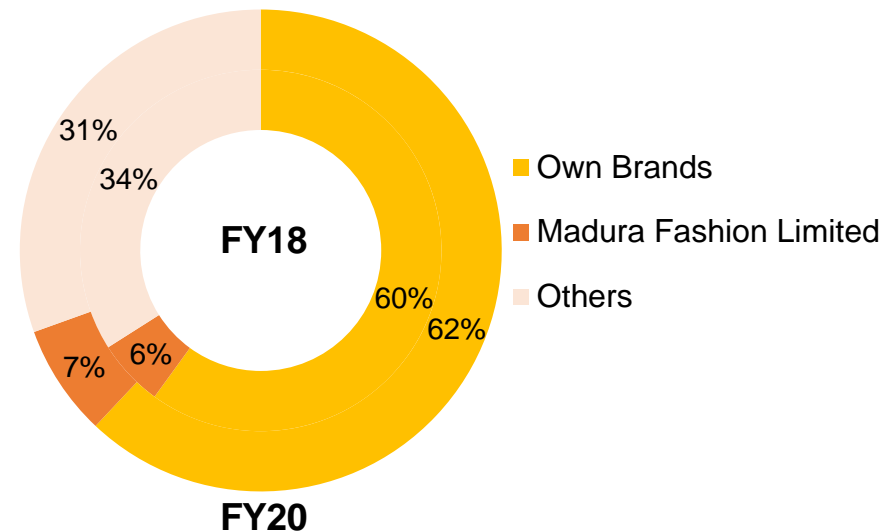
Retail Network



Category Mix



Private Label Mix

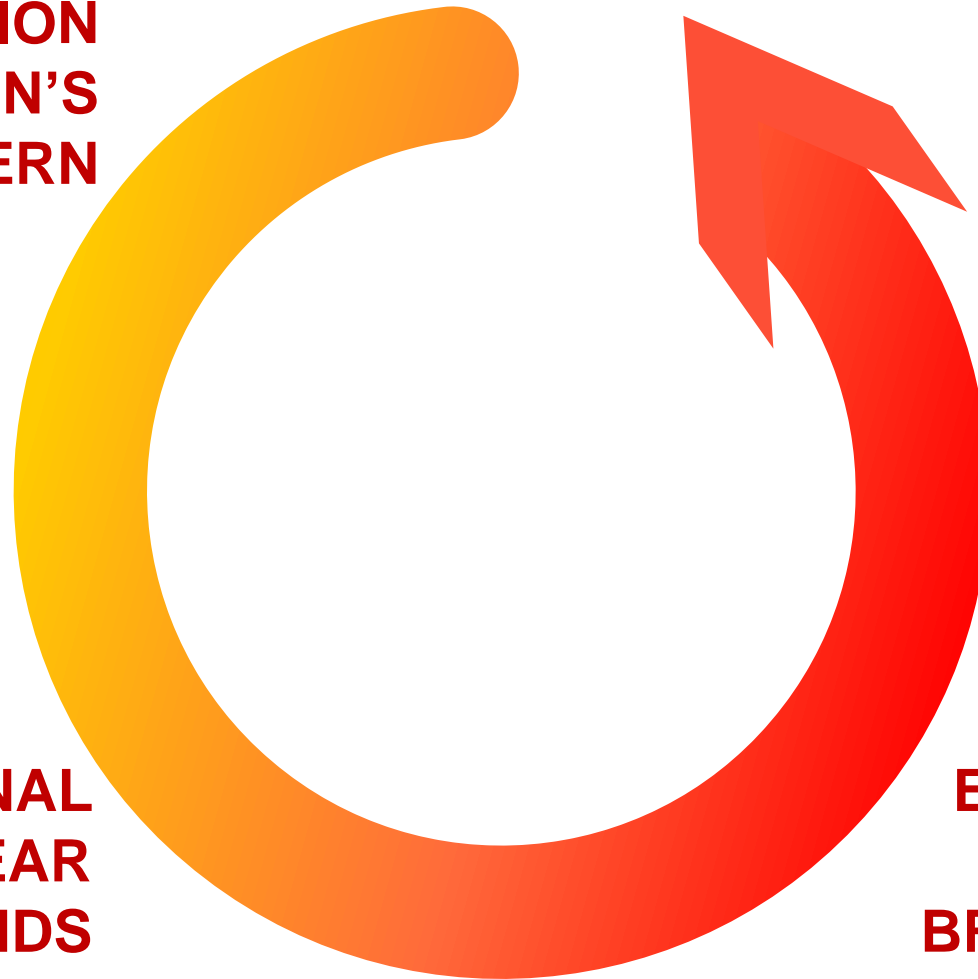


Loyalty Base[^]
169 lakhs
As on March 31, 2020

* Q4FY20 numbers impacted by COVID-19 and subsequent lockdown

[^] There could be an overlap in the Loyalty Base between Madura and Pantaloons Segments

New Business in line with Evolving Market

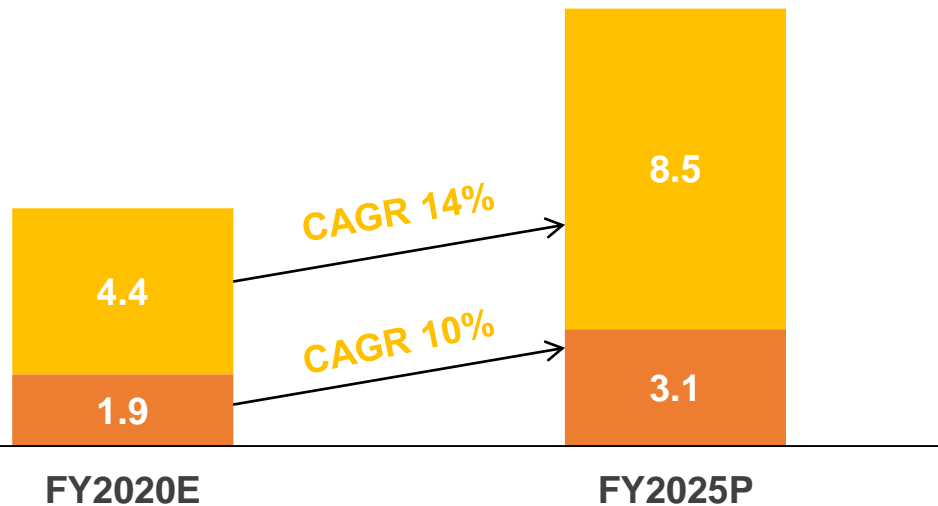


Our Play – Innerwear

Innerwear Market Opportunity

Innerwear Market Size (USD Bn)

■ Men ■ Women



Source: Report on India Fashion Market, June 2020 by Wazir Advisors

Our focus areas to build the Innerwear business

Deep Distribution

Trade Footprint across ~ 20,000 outlets*

Product Innovation

Driving brand differentiation through product innovations in both men's and women's segments

High Impact Marketing

Propelled expansion through impactful market launches and focused communication campaigns

Portfolio expansion aligned with consumer trends

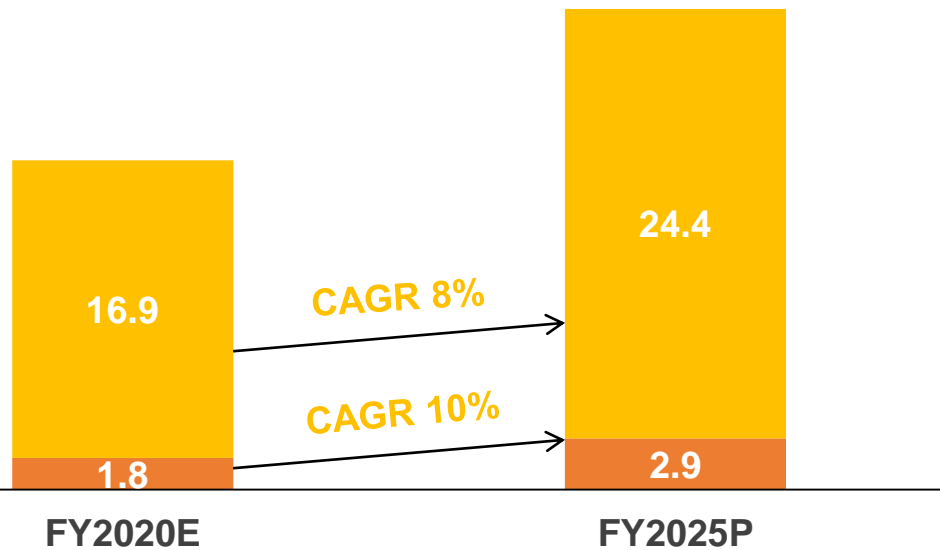
Adding relevant categories in line with evolving consumer trends to ride on wide and deep distribution network

Steadily Nurturing Ethnic Business

Ethnic Wear Market Opportunity

Ethnic Wear Market Size (USD Bn)

Men Women



Source: Report on India Fashion Market, June 2020 by Wazir Advisors

Our focus areas to build the Ethnic business

Men's Ethnic

Premium Market

Bridge to Luxury Market

Women's Ethnic

Premium/ Bridge to
Luxury/ Lifestyle

Super Premium
Bridal Wear

Everyday/
Work Wear

Company has forayed into premium ethnic wear through investments in

JAYPORE

SHANTANU & NIKHIL

Global Brands and Fast Fashion

Global Indians: Our Play – Global Brands

Young, Fashionable India: Our Play – Fast Fashion

THE COLLECTIVE

RALPH LAUREN



FRED PERRY

AMERICAN EAGLE



LONDON

HACKETT
LONDON

SIMON CARTER
LONDON

TED BAKER
LONDON



Leadership Team



Ashish Dikshit
Managing Director

Total Years of Experience: 28
Total Years with ABG : 22



Vishak Kumar

CEO, Lifestyle Brands

Total Years of Experience: 25
Total Years with ABG : 25



Sangeeta Pendurkar
CEO, Pantaloons

Total Years of Experience: 32
Total Years with ABG : 2.5



Sooraj Bhat

CEO, Fast Fashion & International Brands

Total Years of Experience: 21
Total Years with ABG : 18



Puneet Malik

CEO, Innerwear Business

Total Years of Experience: 27
Total Years with ABG : 26



Jagdish Bajaj

Chief Financial Officer

Total Years of Experience: 31
Total Years with ABG : 31



Chandrashekhar Chavan
Chief Human Resource Officer

Total Years of Experience: 25
Total Years with ABG : 24



Praveen Shrikhande
Chief Digital Officer

Total Years of Experience: 30
Total Years with ABG : 4



Kedar Apshankar

COO, Special Projects

Total Years of Experience: 25
Total Years with ABG : 15



R. Swaminathan

Chief Supply Chain Officer

Total Years of Experience: 29
Total Years with ABG : 20



Dr. Naresh Tyagi

Chief Sustainability Officer

Total Years of Experience: 29
Total Years with ABG : 12

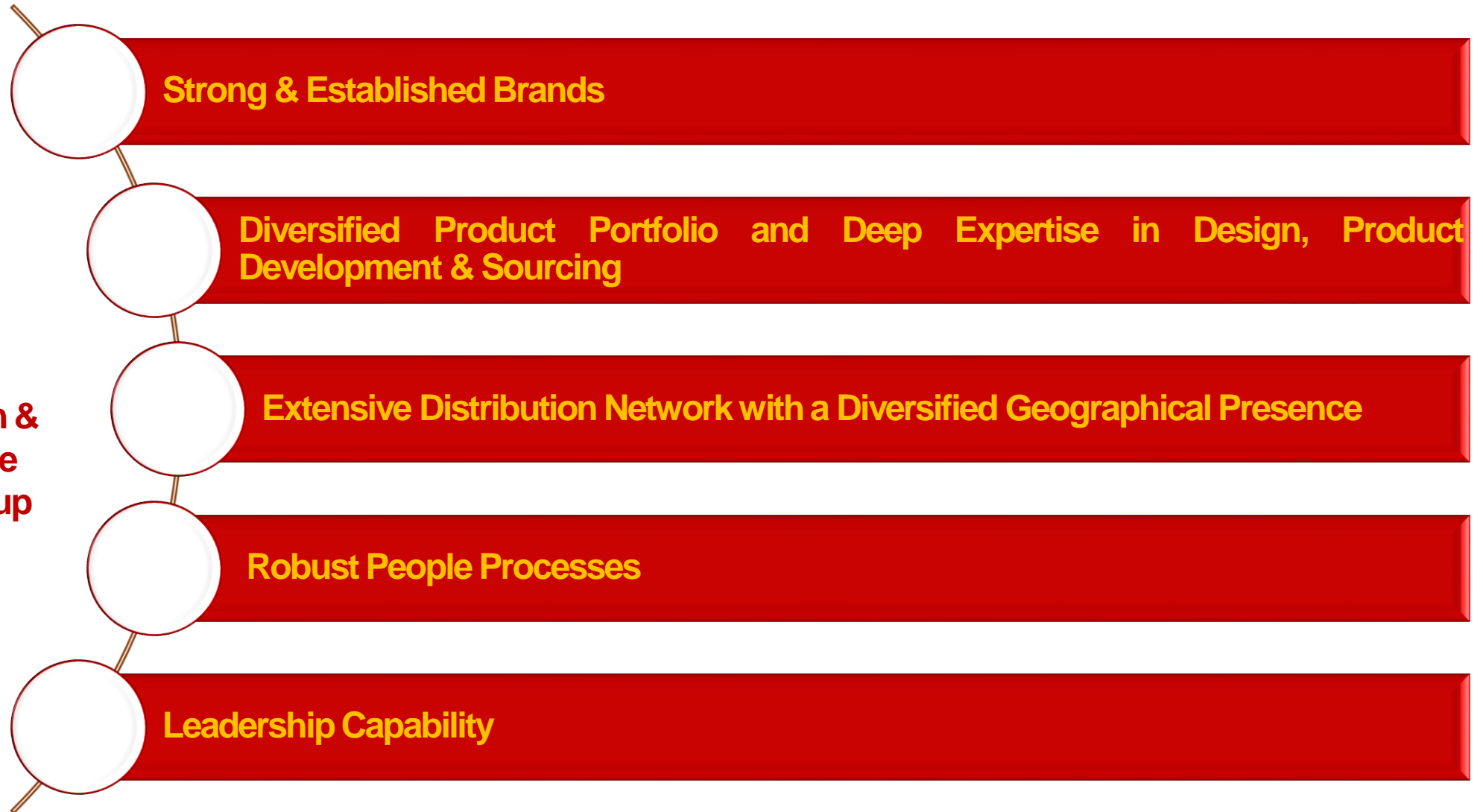


3. Strengths & Strategies

Key Strengths



Flagship Fashion &
Retail Arm of the
Aditya Birla Group



Evolving our strategy with long term shift in consumer trends



1

Women moving to Western Wear



2

Rise of the Value Customer



3

Shift towards Casualwear



4

Growing International Influence



5

Emergence of branded ethnic wear



6

Luxury/Super-Premium Accelerating



7

Digital and Ecommerce driving rapid growth

Key Strategies

1 Build Strong Brands

2 Continue to Enhance our Portfolio

3 Expanding Distribution Footprint

4 Digital Transformation

ABFRL Digital Transformation Agenda

Commerce



E-Commerce



Omni-channel



Digital in-store



Channel partner mgmt.

Engagement



Personalization



Digital marketing

Efficiency Improvement



Markdown Management



Design, buying & allocation



Supply chain digitisation



4. Sustainability & CSR

ReEarth

Sustainability at ABFRL



ReEarth
for our tomorrow

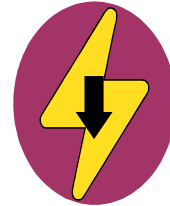
We are committed to

give back more

than what we take from the

ecosystem

10 Missions setup under ReEarth



Energy
conservation



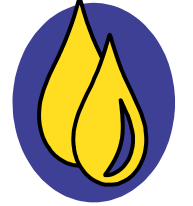
Carbon
footprint



Green
Building



WASH
Pledge



Water
Management



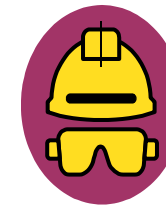
Waste
Reduction



Sustainable
Product



Packaging



Safety



CSR

Awards & Accolades

Dow Jones Sustainability Indices -2019 : 8th Rank globally in textiles, apparels and luxury goods sector*

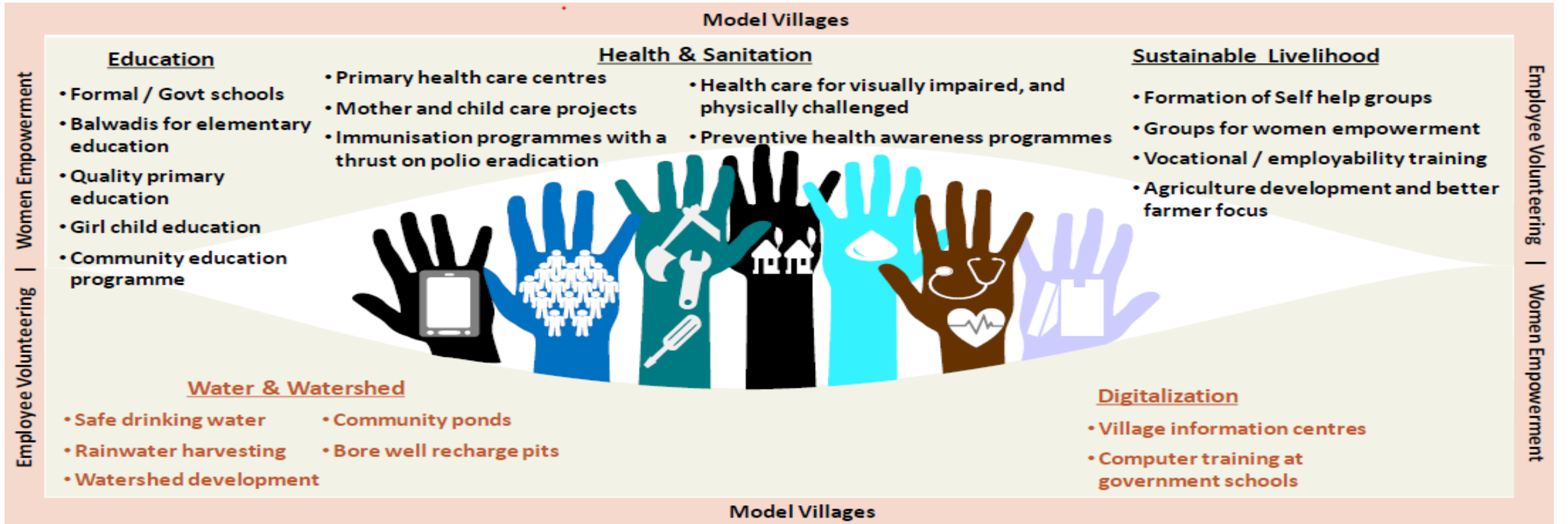
Sustainable Corporate of the Year 2019 : Frost & Sullivan and TERI Sustainability Awards 4.0

CII-IGBC Green Champion of the Year 2019

ABFRL Sustainability Case study presented at UN Headquarters

CSR

Contribution to Society





5. Financial Performance

Financials and COVID-19 Strategy disclosed in Q4FY20 presentation of the Company dated May 27, 2020, uploaded on Company website: (http://www.abfrl.com/docs/investors/financial_reports/performance_update/ABFRL_Performance_update_May_27_2020.pdf) and the Stock Exchanges: www.bseindia.com and www.nseindia.com

Thank You