



April 9, 2024

**BSE Limited**  
**Scrip code: 535755**

**National Stock Exchange of India Limited**  
**Symbol: ABFRL**

**Sub.: Incorporation of a wholly owned subsidiary of the Company**

**Ref.: Disclosure pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 [“SEBI (Listing Regulations)”]**

Dear Sir/ Madam,

In furtherance to our earlier intimation dated April 1, 2024 and pursuant to SEBI (Listing Regulations), we would like to inform that the Company has incorporated a new company viz. Aditya Birla Lifestyle Brands Limited (CIN: U46410MH2024PLC423195) *vide* Certificate of Incorporation dated April 9, 2024 issued by the Ministry of Corporate Affairs, Government of India.

Brief details in accordance with the SEBI (Listing Regulations) read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are annexed herewith as **Annexure A**.

The above is for your information.

Thanking you.

Sincerely,  
**For Aditya Birla Fashion and Retail Limited**

**Anil Malik**  
**President & Company Secretary**

*Encl.: As above*

**ADITYA BIRLA FASHION AND RETAIL LIMITED**

**Registered Office:**

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

**CIN:** L18101MH2007PLC233901  
**Tel.:** +91 86529 05000  
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**Annexure A**

<b>Sr no</b>	<b>Particulars</b>	<b>Details</b>
a)	Name of the target entity, details in brief such as size, turnover etc.	Name - Aditya Birla Lifestyle Brands Limited, Wholly-owned Subsidiary (“ABLBL”) of the Company. ABLBL is incorporated on April 9, 2024 and is yet to commence business.
b)	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arms length”.	Not Applicable.
c)	Industry to which the entity being acquired belongs.	Textile, Apparel & Luxury Goods industry.
d)	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity).	ABLBL has been incorporated for the purpose of proposed demerger of Madura Fashion and lifestyle business of the company, becoming the resulting company pursuant to implementation of proposed demerger post receipt of Board and other necessary statutory and customary approvals
e)	Brief details of any governmental or regulatory approvals required for the acquisition.	Not Applicable
f)	Indicative time period for completion of the acquisition.	Not Applicable
g)	Consideration - whether cash consideration or share swap or any other form and details of the same.	100% initial subscription to the share capital in cash by ABFRL
h)	Cost of acquisition and/or the price at which the shares are acquired.	
i)	Percentage of shareholding/control acquired and/or number of shares acquired.	100%
j)	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief).	Date of Incorporation: April 9, 2024 and yet to commence its business operations Turnover of Last Three years: Not Applicable Country: India

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