



May 7, 2019

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051

Sub.: Intimation of Schedule of Conference Call with the Analysts/ Institutional Investors with respect to the Financial Results of Aditya Birla Fashion and Retail Limited ("the Company")

Ref.: 1. Regulation 30 (read with Schedule III - Part A) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015
2. Scrip Codes: BSE - 535755; NSE - ABFRL

Dear Sir/ Madam,

This is to inform you that a conference call i.e. "Q4 FY 18-19 Earnings Call" with the Analysts/ Institutional Investors is scheduled to be held on Wednesday, May 15, 2019 at 16:00 HRS (IST) ("said call").

Details pertaining to the said call are enclosed herewith and the same is also uploaded on the Company's website i.e. www.abfrl.com.

Further, please note that the transcript of the said call will also be uploaded on the Company's website in due course.

The above is for your information.

Thanking you.

Yours faithfully,
For Aditya Birla Fashion and Retail Limited


Gaetika Anand
Asst. Vice President & Company Secretary



Encl.: As above



Aditya Birla Fashion and Retail Limited

Q4 FY18-19 Earnings Call Invite

Wednesday, May 15, 2019 at 16:00 HRS (IST)

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion and Retail Limited scheduled to be held on **Wednesday, May 15, 2019 at 16:00 HRS (IST)** to discuss the financial results for the quarter and year ended March 31, 2019. Investor presentation will be available on the Company's website i.e. www.abfrl.com, post announcement of the results on the same day.

The call will begin with a brief discussion by the Company's management on the quarter's and year's financial and operating performance followed by a round of Questions & Answers.

Details of the conference call are:

Date	Wednesday, May 15, 2019	
Time	16:00 HRS (IST)	
LOCATION		
ACCESS NUMBERS		
Universal Dial-in	Primary Number (Toll Number): + 91 22 6280 1324, +91 22 7115 8225	
Local Dial-in Available all over India	Toll Number: +91-7045671221 <i>Ahmedabad, Bengaluru, Chandigarh, Chennai, Gurgaon (NCR), Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Mumbai, Pune</i>	
International Toll Free	Singapore	+ 800 101 2045
	Hong Kong	+ 800 964 448
	UK	+ 0 808 101 1573
	USA	+ 1 866 746 2133

Transcript of the conference call will be uploaded on the Company's website in due course.

For further information or any queries, please contact:

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Aditya Birla Fashion and Retail Limited

Corporate Identity Number: L18101MH2007PLC233901

Regd. Office: 701-704, 7th Floor, Skyline Icon Business Park, 86-92, Off. A. K. Road, Marol Village, Andheri East, Mumbai,
Maharashtra - 400 059, India

Corporate Website: www.abfrl.com Email: invrelations.abfrl@adityabirla.com