



November 21, 2016

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

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East),
Mumbai - 400 051.

Sub.: Intimation of Schedule of Analyst/ Institutional Investor Call

Ref.: Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

This is to inform you that an Analyst/ Investor call w.r.t. Unaudited Financial Results of the Company for the quarter/ half-year ended on September 30, 2016 is scheduled to be held on November 24, 2016 (*"said call"*).

Details pertaining to the said call are enclosed herewith and transcript of the said call will be uploaded on the Company's website i.e. www.abfrl.com in due course.

The above is for your information and record.

Thanking you,

Yours faithfully,
For Aditya Birla Fashion and Retail Limited

For [Signature]
Geetika Anand
Asst. Vice President & Company Secretary



Encl.: a/a

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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E-mail abfrl@adityabirla.com



**Aditya Birla Fashion and Retail Ltd.
Q2 FY17 earnings call on 24th November, 2016**

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion and Retail Limited to be held on **Thursday, 24th November 2016 at 17:00 HRS (IST)** to discuss the financial results for the quarter ended 30th September 2016. Investor presentation will be available on the Company's website 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 earnings performance followed by an interactive Question & Answer session.

Details of the conference call are:

Date	Thursday, 24 th November 2016
Time	17:00 HRS (IST)

LOCATION		ACCESS NUMBERS
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 3960 0729 Secondary Number (TOLL NUMBER): + 91 22 6746 8329
Local Access Number		TOLL NUMBER : 3940 3977 <i>Ahmedabad, Bangalore, Chandigarh, Chennai, Gurgaon (NCR), Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Pune</i>
Toll Free Numbers	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 please contact:

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