

ADITYA BIRLA

April 29, 2016

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001.
Fax # 022 2272 3121

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.:** 1. 1st Meeting of the Board of Directors of Aditya Birla Fashion and Retail Limited ("the Company") for the Financial Year 2016-17
2. Closure of Trading Window

Ref.: Regulation 29 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sirs,

Kindly note that the meeting of the Board of Directors of the Company will be held on Wednesday, May 25, 2016, to *inter alia* consider and approve the Audited Financial Results of the Company for the Financial Year ended on March 31, 2016.

Further, in terms of the Code of Conduct for Trading in listed or proposed to be listed securities of the Company, the trading window for dealing in securities of the Company for all Connected Persons and/or Designated Persons will be closed from May 1, 2016 and the same shall remain closed till 48 hours after the publication of the Audited Financial Results of the Company for the Financial Year ended on March 31, 2016.

The said information has already been disclosed to all the Connected Persons and/or Designated Persons of the Company.

The above is for your information and record.

Thanking you,

Yours faithfully,
For Aditya Birla Fashion and Retail Limited


Geetika Anand

Asst. Vice President & Company Secretary



CC:

Central Depository Services (India) Ltd.
16th & 17th Floor
Phiroze Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai – 400 023
Fax # 2272 3199

National Securities Depository Ltd.
Tradeworld, 4th & 5th Floors
Kamala Mills Compound
Lower Parel
Mumbai – 400 013
Fax# 2497 2993 / 6351

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

701-704, 7th Floor, Skyline Icon Business Park,
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Mumbai, Maharashtra-400059, India

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