

**ADITYA BIRLA**



August 29, 2016

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

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> 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,

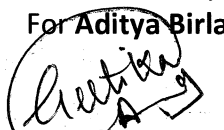
This is to inform you that an Analyst/ Investor call on Unaudited Financial Results of the Company for the quarter ended June 30, 2016 is scheduled to be held on August 31, 2016 ("*said call*").

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](http://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

  
Geetika Anand

Asst. Vice President & Company Secretary



Encl.: a/a

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

701-704, 7<sup>th</sup> Floor, Skyline Icon Business Park,  
86-92, Off A. K. Road, Marol Village, Andheri East,  
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**Aditya Birla Fashion and Retail Ltd.  
Q1 FY17 earnings call on 31<sup>st</sup> August 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 **Wednesday, 31<sup>st</sup> August 2016 at 17:00 HRS (IST)** to discuss the financial results for the quarter ended 30<sup>th</sup> June 2016. Investor presentation will be available on the Company's website [www.abfrl.com](http://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:**

<b>Date</b>	Wednesday, 31 <sup>st</sup> August 2016
<b>Time</b>	17:00 HRS (IST)

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

**Rahul Desai**

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**Niralee Nagda**

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**Saket Sah**

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Aditya Birla Group  
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