



March 10, 2017

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 Meeting(s) with Institutional Investors/ Analysts

Ref.: Regulations 46(2)(o) of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 ("SEBI Regulations")
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Pursuant to SEBI Regulations, please take note of the schedule of meeting(s) held by the Company with Institutional Investors/ Analysts as under:

Date	Name of Fund/Company	Type of Meeting(s)	Venue(s)
March 9, 2017	ICICI Prudential MF	Group	Bengaluru
	UTI Mutual Fund		
	Bajaj Allianz Life Insurance		
	Max Life Insurance		
	HDFC MF - Mr		
	Fidelity		
	Motilal Oswal Asset Management		
	Premji Invest		
Ambit Capital			

The aforesaid information is uploaded on the website of the Company i.e. www.abfrl.com.

The above is for your information and records.

Thanking you,

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**


Geetika Anand

Asst. Vice President & Company Secretary



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

701-704, 7th Floor, Skyline Icon Business Park,
86-92, Off A. K. Road, Marol Village, Andheri East,
Mumbai, Maharashtra-400059, India

CIN L18101MH2007PLC233901
Tel. +91 86529 05000
Fax +91 86529 05400

Website www.abfrl.com
E-mail abfri@adityabirla.com