



October 27, 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 Analyst/ Institutional Investor Call on Financial Results of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited) ("Company")

**Ref.: Regulation 30 of the Securities and Exchange Board of India (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. the Unaudited Financial Results of the Company for the quarter and six months ended September 30, 2017, is scheduled to be held on Friday, October 27, 2017 ("*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**


Geetika Anand
Asst. Vice President & Company Secretary



Encl.: a/a



Aditya Birla Fashion & Retail Ltd.

Q2 FY17-18 Earnings Call

Friday, 27th October 2017 at 16:00 HRS (IST)

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion & Retail Ltd. to be held on **Friday, 27th October 2017 at 16:00 HRS (IST)** to discuss the financial results for the quarter ended 30th September 2017. Investor presentation will be available on Company's website www.abfrl.com post announcement of 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	Friday, 27th October 2017
Time	16:00 HRS (IST)

LOCATION		ACCESS NUMBERS
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 3960 0729
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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Aditya Birla Fashion & Retail Ltd.

Corporate Identity Number L18101MH2007PLC233901

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

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