



July 25, 2017

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

**National Stock Exchange of India Limited**  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), 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) (the "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 with respect to the Unaudited Financial Results of the Company for the quarter ended on June 30, 2017 is scheduled to be held on Thursday, July 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](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

  
Ms 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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## Aditya Birla Fashion and Retail Ltd. Q1 FY18 Earnings Call on 27<sup>th</sup> July, 2017

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, 27<sup>th</sup> July 2017 at 16:00 HRS (IST)** to discuss the financial results for the quarter ended 30<sup>th</sup> June 2017. 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>	Thursday, 27 <sup>th</sup> July 2017
<b>Time</b>	16:00 HRS (IST)

LOCATION		ACCESS NUMBERS
<b>Mumbai (India)</b>		Primary Number (TOLL NUMBER): + 91 22 3960 0729
<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:**

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