



February 1, 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

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 w.r.t. Unaudited Financial Results of the Company for the quarter and nine months ended on December 31, 2016 is scheduled to be held on February 3, 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**

For 
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, 7th Floor, Skyline Icon Business Park,
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Website www.abfrl.com
E-mail abfrl@adityabirla.com



Aditya Birla Fashion and Retail Ltd. Q3 FY17 earnings call on 3rd February, 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 **Friday, 3rd February 2017 at 17:00 HRS (IST)** to discuss the financial results for the quarter and nine months ended 31st December 2016. Investor presentation will be available on the Company's website 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:

Date	Friday, 3 rd February 2017
Time	17:00 HRS (IST)

LOCATION		ACCESS NUMBERS
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 3960 0729
		Secondary Number (TOLL NUMBER): + 91 22 6746 8329
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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