



Code of Conduct for Board of Directors and Senior Management of Aditya Birla Fashion and Retail Limited

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| <i>Approved on:</i> | <i>May 23, 2013</i> |
| <i>First Revision on:</i> | <i>January 9, 2016, for reflecting: (a) change of name of the Company to Aditya Birla Fashion and Retail Limited; and (b) change in applicable provisions, pursuant to repeal of Equity Listing Agreement and enactment of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations").</i> |
| <i>Second Revision on:</i> | <i>April 1, 2019, for reflecting amendments in the SEBI Listing Regulations.</i> |

INTRODUCTION

This Code of Conduct (hereinafter referred to as “the Code”) was adopted by Aditya Birla Fashion and Retail Limited (hereinafter referred to as “the Company”) on May 23, 2013, pursuant to provisions of Clause 49 of the erstwhile Equity Listing Agreement. The Code is in compliance with the provisions of Regulations 17(5) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”).

APPLICABILITY

The Code applies to the:

- (i) Board of Directors (hereinafter referred to as “Board”);
- (ii) Senior Management: As defined under Companies Act, 2013 and Rules made thereunder (“the Act”) and the SEBI Listing Regulations, as may be amended/ modified from time to time.

The Company Secretary shall be the Compliance Officer for the purpose of this Code.

The Code shall be posted on the website of the Company.

CODE OF CONDUCT

Board and Senior Management of the Company shall observe the highest standards of ethical conduct and integrity and shall work to the best of their ability and judgement.

The Board and Senior Management of the Company:

- 1) Shall maintain and help the Company in maintaining highest degree of Corporate Governance practices.
- 2) Shall act in utmost good faith and exercise due care, diligence and integrity in performing their office duties.
- 3) Shall ensure that they use the Company’s assets, properties, information and intellectual rights for official purpose only or as per the terms of their appointment.
- 4) Shall not seek, accept or receive, directly or indirectly, any gift, payments or favour in whatsoever form from Company’s business associates, which can be perceived as being given to gain favour or dealing with the Company and shall ensure that the Company’s interests are never compromised.
- 5) Shall maintain confidentiality of information entrusted by the Company or acquired during performance of their duties and shall not use it for personal gain or advantage.
- 6) Shall not commit any offences involving morale turpitude or any act contrary to law or opposed to the public policy.
- 7) Shall not communicate with any member of press or publicity media or any other outside agency on matters concerning the Company, except through the designated spokespersons or authorized otherwise.

- 8) Shall not, without the prior approval of the Board or Senior Management, as the case may be, accept employment or a position of responsibility with any other organization for remuneration or otherwise that are prejudicial to the interests of the Company and shall not allow personal interest to conflict with the interest of the Company.
- 9) Shall in conformity with applicable legal provisions disclose personal and/ or financial interest in any business dealings concerning the Company and shall declare information about their relatives (spouse, dependent children and dependent parents) including transactions, if any, entered into with them.
- 10) Shall ensure compliance of the prescribed safety & environment related norms and other applicable codes, laws, rules, regulations and statutes, which if not complied with may, otherwise, disqualify him/ her from his/ her association with the Company.
- 11) Shall ensure compliance with SEBI (Prohibition of Insider Trading) Regulations, 1992 as also other regulations as may be applicable to them from time to time.
- 12) In addition to the above, the Independent Directors of the Company shall also abide by the duties as specified in Schedule IV of the Act.

DUTIES OF DIRECTORS

All the directors of the company shall perform the duties, as prescribed under provisions of the Act, SEBI Listing Regulations and other Laws, Rules and Regulations as may be applicable to them from time to time.

ANNUAL COMPLIANCE REPORTING

Board and Senior Management of the Company shall affirm compliance with this Code on an annual basis as at the end of the each financial year of the Company (as per Appendix I within 7 days of the close of every financial year).

ACKNOWLEDGEMENT OF RECEIPT OF THE CODE

Board and Senior Management, both present and future, shall acknowledge receipt of the Code or any modification(s) thereto, in the acknowledgement form annexed to this Code as Appendix II and forward the same to the Compliance Officer.

Any breach of the aforesaid Code brought to the notice of the Compliance Officer or any director/ Senior Management, shall be reported to the Board for necessary action.

**CODE OF CONDUCT FOR
BOARD OF DIRECTORS AND SENIOR MANAGEMENT**

ANNUAL COMPLIANCE REPORT*

I, Director of the Aditya Birla Fashion and Retail Limited, do hereby solemnly affirm that I have, in letter and spirit and to the best of my knowledge and belief, complied with the provisions of CODE OF CONDUCT FOR BOARD OF DIRECTORS AND SENIOR MANAGEMENT during the financial year ended_____.

Signature : _____
Name : _____
Designation : _____
Address : _____

Dated:

Place:

* to be submitted by 7th of April each year

**CODE OF CONDUCT FOR
BOARD OF DIRECTORS AND SENIOR MANAGEMENT**

ACKNOWLEDGEMENT FORM

I have received and read the Code of Conduct for Board of Directors and Senior Management of Aditya Birla Fashion and Retail Limited (“Code”). I have understood the provisions and standards contained in the Code and agree to comply with the same.

Signature : _____
Name : _____
Designation : _____
Address : _____

Dated:

Place: