



August 16, 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.: Strategic alliance with American Eagle Outfitters, Inc.

**Ref.: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”)
[Scrip Code: BSE – 535755; NSE – ABFRL]**

Dear Sir/ Madam,

We wish to inform you that the Company has today i.e. on August 16, 2017, entered into a Multi Store Retail and E-commerce License Agreement (“License Agreement”) with American Eagle Outfitters, Inc., a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices.

By virtue of the License Agreement, the Company has acquired the exclusive rights to use the American Eagle Outfitters® and Aerie® brands to operate stores and e-commerce site and to sell products of these brands in India.

Further, the details required in terms of the SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015, are mentioned below:

Sr. No.	Particulars	Details
a)	Name of the product	American Eagle Outfitters® and Aerie® brands of American Eagle Outfitters, Inc.
b)	Date of launch	In the year 2018
c)	Category of the product	High-quality, on-trend clothing, accessories and personal care products at affordable prices
d)	Whether caters to domestic/ international market	The rights are for domestic market.
e)	Name of the countries in which the product is launched (in case of international)	NA

This is for your information and record.

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 Pantaloons 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 abfrl@adityabirla.com