January 28, 2021

BSE Limited
Scrip Code: 535755 & 890148*

National Stock Exchange of India Limited
Symbol: ABFRL & ABFRLPP*

Sub.: Allotment of equity shares on preferential basis to Flipkart Investments Private Limited ("Flipkart")

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended;
2. Our intimations dated October 23, 2020, November 22, 2020 and January 20, 2021;
3. ISIN: INE647O01011 & INE647O01019*

Dear Sir/ Madam,

This is further to the above referred communications whereby it was informed that the Company had approved issuance of equity shares on a preferential basis to Flipkart for an amount aggregating upto ₹1500 Crore ("Preferential Issue").

The issuance was subject to approval of shareholders by way of Postal Ballot [received on November 22, 2020], approval of Competition Commission of India [received on January 20, 2021] and completion of customary closing conditions under the Investment Agreement ("said Agreement").

The Board of Directors at its meeting held today noted the completion of the closing conditions under the said Agreement and approved allotment of 7,31,70,731 fully paid-up equity shares of face value of ₹ 10/- each to Flipkart at ₹ 205 per Equity Share [including a premium of ₹ 195 per Equity Share].

Consequent to the above allotment:

1) Flipkart will hold 7.8% equity stake in the Company on a fully diluted basis (ranking pari passu to the existing fully paid-up equity shares);
2) the paid-up equity share capital of the Company shall be as follows:

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No. of shares</th>
<th>Amount in ₹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity Shares of ₹ 10/- each [fully paid-up]</td>
<td>84,75,85,358</td>
<td>8,47,58,53,580</td>
</tr>
<tr>
<td>Equity Shares of ₹ 10/- each [₹ 5/- paid-up]</td>
<td>9,02,77,042</td>
<td>45,13,85,210</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>93,78,62,400</strong></td>
<td><strong>8,92,72,38,790</strong></td>
</tr>
</tbody>
</table>

This is for your information and dissemination on your website.

For Aditya Birla Fashion and Retail Limited

Geetika Anand
VP, Company Secretary & Compliance Officer

* [Scrip code: 890148, Symbol: ABFRLPP and ISIN: IN9647O01019 representing equity shares of ₹ 10 each (₹ 5 paid-up) stands suspended w.e.f. Thursday, January 7, 2021]