



June 1, 2022

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Update on the strategic partnership with brand 'Masaba'

- Ref.: 1. Regulation 30 (read with Schedule III - Part A) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**
2. SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 ["SEBI Circular"];
3. ISIN: INE647O01011 and
4. Our intimations dated January 14, 2022 and May 18, 2022 ["the intimations"]

Dear Sir/ Madam,

This is in reference to our referred intimations wherein it was informed that the Company has acquired 52.4% stake in Brand 'Masaba', subject to signing of definitive agreements ["the Acquisition"].

Kindly note that the definitive agreements have been signed and the Company has completed the Acquisition, thereby making 'House of Masaba Lifestyle Private Limited' a subsidiary of the Company w.e.f. June 1, 2022.

The details under the SEBI Circular were provided in the intimations.

The above is for your information and dissemination and is also made available on the Company's website i.e. www.abfrl.com

Thanking you.

Sincerely,
For **Aditya Birla Fashion and Retail Limited**

A handwritten signature in black ink, appearing to read "Geetika Anand". The signature is written in a cursive style and is enclosed within a hand-drawn oval.

Geetika Anand
Company Secretary and Compliance Officer

ADITYA BIRLA FASHION AND RETAIL LIMITED

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