



November 8, 2019

BSE Limited
Scrip Code: **535755**

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

Sub.: Intimation of Schedule of Conference Call with the Analysts/ Institutional Investors with respect to the Financial Results of Aditya Birla Fashion and Retail Limited ("the Company")

Ref.: Regulation 30 (read with Schedule III - Part A) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

This is to inform you that a conference call i.e. "Q2 FY 19-20 Earnings Call" with the Analysts/ Institutional Investors is scheduled to be held on Wednesday, November 13, 2019 at 15:30 HRS (IST) ("*said call*").

Details pertaining to the said call are enclosed herewith and the same is also uploaded on the Company's website i.e. www.abfrl.com.

Further, please note that the transcript of the said call will also be uploaded on the Company's website in due course.

The above is for your information and record.

Thanking you.

Yours faithfully,
For **Aditya Birla Fashion and Retail Limited**

Geetika Anand
Vice President & Company Secretary

Encl.: As above

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901

Tel.: +91 86529 05000

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Website: www.abfrl.com

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Aditya Birla Fashion and Retail Limited

Q2 FY19-20 Earnings Call Invite

Wednesday, November 13, 2019 at 15:30 HRS (IST)

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion and Retail Limited scheduled to be held on **Wednesday, November 13, 2019 at 15:30 HRS (IST)** to discuss the financial results for the quarter and six months ended September 30, 2019. Investor presentation will be available on the Company's website i.e. 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 quarterly financial and operating performance followed by a round of Questions and Answers.

Details of the conference call are as under:

Date	Wednesday, November 13, 2019	
Time	15:30 HRS (IST)	
LOCATION		
ACCESS NUMBERS		
Universal Dial-in	Primary Number (Toll Number): + 91 22 6280 1324, +91 22 7115 8225	
Local Dial-in Available all over India	Toll Number: +91-7045671221 <i>Ahmedabad, Bengaluru, Chandigarh, Chennai, Gurgaon (NCR), Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Mumbai, Pune</i>	
International Toll Free	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 or any queries, please contact:

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Aditya Birla Fashion and Retail Limited

Corporate Identity Number: L18101MH2007PLC233901

Regd. Office: Piramal Agastya Corporate Park, Building 'A', 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S. Road, Kurla, Mumbai - 400 070

Corporate Website: www.abfrl.com Email: invrelations.abfrl@adityabirla.com