



August 4, 2023

**BSE Limited**  
Scrip code: 535755 & 961915

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

**Sub.: Intimation of approval of the Board of Directors to incorporate a new company**

**Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;**  
**2. ISIN: INE647O01011 & INE647O13016**

Dear Sir/ Madam,

Please be informed that the Board of Directors of the Company, at its meeting held today has accorded its in-principle approval to incorporate a new company in partnership with Christian Louboutin SAS ("CL") and invest up to ₹ 10 Crore in the same.

Upon incorporation, the Company and CL will hold equal shareholding in the new company and the current business of CL in India will be transferred through a business/asset transfer.

The above is being made available on the Company's website i.e. [www.abfrl.com](http://www.abfrl.com).

The above is for your information.

Thanking You.

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

**Anil Malik**  
**President & Company Secretary**

**Registered Office:**

Piramal Agastya Corporate Park, Building 'A',  
4<sup>th</sup> and 5<sup>th</sup> Floor, Unit No. 401, 403, 501, 502,  
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