



May 11, 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.: Revised Intimation of Schedule of Analyst/ Institutional Investor Call

- Ref 1. Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015
2. Our Letters dated May 4, 2017 and May 8, 2017 ("said letters") thereby intimating about the Schedule of the Analyst/ Institutional Investor Call scheduled to be held on May 12, 2017 w.r.t. Audited Financial Results of the Company for the Financial Year ended on March 31, 2017 ("said call")
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Please note that pursuant to various requests received from Analysts/ Institutional Investors, time of the said call has been revised.

The said call will now be held at 15.30 HRS (IST), on May 12, 2017.

Details pertaining to the said call are enclosed herewith and transcript of the said call will be uploaded on the Company's website i.e. www.abfrl.com in due course.

The above is for your information and record.

Thanking you,

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


Geetika Anand

Asst. Vice President & Company Secretary



Encl.: a/a

Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited)

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**Aditya Birla Fashion and Retail Ltd.
Q4 FY17 earnings call on 12th May, 2017**

We are pleased to invite you to the conference call with the senior management of Aditya Birla Fashion and Retail Limited to be held on **Friday, 12th May 2017 at 15:30 HRS (IST)** to discuss the financial results for the quarter and year ended 31st March 2017. Investor presentation will be available on the Company's website 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 quarter's earnings performance followed by an interactive Question & Answer session.

Details of the conference call are:

Date	Friday, 12 th May 2017
Time	15:30 HRS (IST)

LOCATION		ACCESS NUMBERS
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 3960 0729
Local Access Number		TOLL NUMBER : 3940 3977 <i>Ahmedabad, Bangalore, Chandigarh, Chennai, Gurgaon (NCR), Hyderabad, Kochi/Cochin, Kolkata, Lucknow, Pune</i>
Toll Free Numbers	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 please contact:

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