



September 28, 2016

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400001.  
Fax # 022 - 2272 3121

**National Stock Exchange of India Limited**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G-Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051.  
Fax # 022 - 2659 8237/38, 2659 8120

**Sub: Appointment of Mr. Ashish Dikshit as the "Business Head" of Aditya Birla Fashion and Retail Limited ("ABFRL", "the Company") and Mr. Vishak Kumar as the CEO of Madura Fashion & Lifestyle, a division of ABFRL**  
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Kindly note that the Nomination and Remuneration Committee of the Board of Directors of the Company has vide its Circular Resolution passed today i.e. on September 28, 2016, considered and approved appointment of :-

- Mr. Ashish Dikshit (*presently serving as Business Head - Madura Fashion & Lifestyle*) as the "Business Head of the Company" w.e.f. November 1, 2016. Mr. Dikshit will be reporting to Mr. Pranab Barua - Managing Director of the Company; and
- Mr. Vishak Kumar as the "Chief Executive Officer - Madura Fashion & Lifestyle, a division of the Company w.e.f. November 1, 2016.

The above is for your information and record.

Thanking you,

**For Aditya Birla Fashion and Retail Limited**

**GEETIKA ANAND**  
Digitally signed by GEETIKA ANAND  
DN: cn = Geetika ANAND, o = Aditya Birla Fashion and Retail Limited, email = geetika.anand@abfirl.com, c = IN  
Date: 2016.09.28 12:28:15 +05'30'

**Geetika Anand**  
**Asst. Vice President & Company Secretary**



CC:

**Central Depository Services (India) Limited**  
17<sup>th</sup> Floor,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400001.  
Fax # 022- 2272 2072

**National Securities Depository Limited**  
Trade World, A wing, 4<sup>th</sup> & 5<sup>th</sup> Floors,  
Kamala Mills Compound,  
Lower Parel,  
Mumbai - 400 013.  
Fax # 022 - 2497 6351

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

701-704, 7<sup>th</sup> Floor, Skyline Icon Business Park,  
86-92, Off A. K. Road, Marol Village, Andheri East,  
Mumbai, Maharashtra-400059, India

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