



July 20, 2021

BSE Limited

Scrip code: **535755 & 890148***

National Stock Exchange of India Limited

Symbol: **ABFRL & ABFRLPP1***

Sub.: Reminder cum Forfeiture Notice [“said Notice”] on partly paid-up equity shares of Aditya Birla Fashion and Retail Limited [“the Company”]

- Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;**
2. Our intimation dated May 28, 2021 and July 2, 2021; and
3. ISIN: INE647O01011 & ISIN: IN9647O01027*

Dear Sir/ Madam,

Pursuant to the above referred, we wish to inform that the said Notice, along with detailed instructions, has been issued to the partly paid-up equity shareholders of the Company as on the Record Date i.e. Thursday, July 1, 2021.

A copy of the said Notice is enclosed herewith for your reference.

The same is being made available on the Company’s website viz. www.abfrl.com and the Registrar’s website viz. web.linkintime.co.in.

This is for your information and record.

Sincerely,

For **Aditya Birla Fashion and Retail Limited**

Geetika Anand

Company Secretary & Compliance Officer



Encl: a/a

* Scrip code: 890148, Symbol: ABFRLPP1 and ISIN: IN9647O01027 representing equity shares of ₹ 10 each (₹ 7.5 paid-up) stands suspended w.e.f. Wednesday, June 30, 2021.

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
Fax: +91 86529 05400

Website: www.abfrl.com

E-mail: secretarial@abfrl.adityabirla.com



ADITYA BIRLA FASHION AND RETAIL LIMITED

CIN : L18101MH2007PLC233901
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
Contact Person : Ms. Geetika Anand, Company Secretary and Compliance Officer

Tel. : +91 86529 05000
Fax : +91 86529 05400
Website : www.abfrl.com
E-mail : secretarial@abfrl.adityabirla.com

REMINDER CUM FORFEITURE NOTICE - PARTLY PAID-UP EQUITY SHARES [ISIN: IN9647001027]

Kindly ignore this notice in case you have already paid the Final Call Money.

July 20, 2021

LAST DATE OF PAYMENT
Wednesday, August 4, 2021

Name : PAN :
DP ID - Client ID : Final Call Notice Number :
Address :

Dear Sir/ Madam,

Sub.: Reminder cum Forfeiture Notice for ₹ 27.5 per Partly Paid-up Equity Share ["PPS"] of the Company

This is in furtherance to the Final Call Notice dated July 2, 2021. In accordance with the Articles of Association of the Company, an additional period of 14 days [as detailed below] is being granted to you to pay the Final Call Money.

You are required to make the payment of the aforesaid amount on or before Wednesday, August 4, 2021. Failure to pay the aforesaid amount shall render the PPS, including the amount already paid thereon, liable to be forfeited in accordance with the Act and the Letter of Offer date June 28, 2020 ["LoF"].

Kindly consider this as the final notice and your last opportunity to pay. Please ignore this notice in case you already paid the Final Call Money.

Call Money Due

No. of Partly Paid-up Equity shares held as on Record Date	Amount due and payable @ ₹ 27.5 per Partly Paid-up Equity Share	
	₹ in number	₹ in words

Instructions

Extended Payment Period	From	To	Duration
	Thursday, July 22, 2021	Wednesday, August 4, 2021	14 days
Mode of Payment	a) Cheque/ Demand Draft	Made payable to: a) ABFRL – Partly Paid-up Shares final call money A/c – R [for residential shareholders] b) ABFRL – Partly Paid-up Shares final call money A/c – NR [for non-residential shareholders]	
	b) R-WAP#	Using the R-WAP facility at web.linkintime.co.in [for residential shareholders]	
Payment slip	Click here to download		
Detailed Instructions	Click here		
Upon payment	Shares to reflect in your demat account [bearing ISIN INE647001011] within 2-3 weeks from Wednesday, August 4, 2021		

#Available only for resident shareholders

Please note that all correspondence in this regard may be addressed to:

Link Intime India Private Limited

[Unit: Aditya Birla Fashion and Retail Limited - Rights Issue]

Address : C-101, 247 Park, LBS Marg, Vikhroli [West], Mumbai - 400083, Maharashtra, India

Telephone : + 91-22-4918 6200

Fax : +91-22-4918 6195

E-mail : abfrl.finalcall@linkintime.co.in

All capitalized terms not defined herein would have the same meaning as attributed to it in the LoF.

Yours faithfully,

For **Aditya Birla Fashion and Retail Limited**

Sd/-

Ms. Geetika Anand

Company Secretary and Compliance Officer

Detailed Instructions

[Reminder cum Forfeiture Notice - Partly Paid-up Equity Shares]

Notice

- 1) In terms of the provisions of the Act [read with the relevant Rules made thereunder], Articles of the Company and Letter of Offer dated June 28, 2020 ["LoF"], the Final Demand cum Forfeiture Notice ["said Notice"] is being sent to those partly paid-up equity shareholders from whom the final call money continues to remain unpaid.
- 2) The said Notice is being sent in electronic mode to members whose e-mail address is registered with the Company or the Depository Participant(s), unless the members have registered their request for the hard copy of the same. The said Notice along with the detailed instructions and payment slip are also available on the Company's website viz. www.abfml.com.

Physical copy of the said Notice along with the detailed instructions and payment slip are being sent to those members:

- a. who have not registered their e-mail address with the Company or Depository Participant(s); or
- b. who have specifically registered their request for the hard copy of the same; or
- c. to whom the e-mail Notice has been undelivered.

- 3) All capitalized terms not defined herein would have the same meaning as attributed to it in the LoF.
- 4) Kindly consider this as the final notice and your last opportunity to pay. Please ignore this notice in case you already paid the Final Call Money.

Payment Instructions

- 5) Please note that:

- Cash payment shall not be accepted.
- Shareholders are advised to make payment in full of the Final Call. If the amount paid is less than the Final Call due, such amount will be adjusted at ₹ 27.5 per partly paid-up equity share and the balance money which cannot be adjusted for a whole share will be refunded. Such Shareholder will be deemed "in arrears of payment of Final Call" to the extent of partly paid-up equity shares on which the Final Call remains unpaid and the consequences of failure to pay the Final Call would apply to him.

For example: If a shareholder holds 1000 partly paid-up equity shares on the Record Date, the aggregate amount payable by such holder pursuant to the Final Call will be ₹27,500. If such holder makes a payment of ₹22,000, such holder will receive such number of fully paid-up ordinary shares converted in proportion to the payment made i.e. 800 fully paid-up ordinary shares. Partly paid-up equity shares in respect of which the Final Call payable remains unpaid may be forfeited, in accordance with the provisions of the Act, the Articles of Association of the Company and the Letter of Offer.

- Excess amount paid by a Shareholder or any amount paid by a person who is not a Shareholder will be refunded.
- Payments made using third party bank accounts are liable to be rejected and the Company, Lead Managers and the Registrar shall rely on the self-certification of the transaction in this regard.

a) For payment through cheque/ demand draft

- (i) Shareholders are requested to send the payment slip along with cheque/demand draft made payable to:

For Residential Shareholders	ABFRL – Partly Paid-up Shares final call money A/c – R
For Non-Residential Shareholders	ABFRL – Partly Paid-up Shares final call money A/c – NR

- (ii) Please [click here](#) to access the payment slip.

- (iii) The shareholder must state the following details in the payment slip:

- a) Full Name of the Sole/Final Joint Applicant;
- b) Final Call Notice No.;
- c) DP ID No./ Client ID No.; and
- d) No. of partly paid -up equity shares.

- (iv) The payment slip along with the amount payable by cheque or demand draft must be presented at Axis Bank Limited branches at the following locations on or before Wednesday, August 4, 2021:

For Residential Shareholders

Agra: Shop No. 1, 3 To 16, Block No. 51 Anupam Plaza Ii, Sanjay Place, Agra – 282002, Uttar Pradesh; **Ahmedabad:** Trishul-Opposite Samarsheshwar Temple, Ahmedabad – 380006, Gujarat; **Bengaluru:** No.9 M.G. Road Block A, Bengaluru – 560001, Karnataka; **Bhavnagar:** Plot No. 4/B, Vasundhara Complex, Opp. Dakshina Murthy School, Waghawadi Road, Bhavnagar – 364002, Gujarat; **Bhopal:** Plot No 165A & 166, Star Arcadem P Nagar, Zone 1, Bhopal – 462011, Madhya Pradesh; **Chennai:** 82 Dr. Radhakrishnan Salaimylapore, Chennai – 600004, Tamil Nadu; **Delhi:** Statesman House, 148, Barakhamba Road, New Delhi – 110001, Delhi; **Hyderabad:** 6-3-879/B Final Floor, G Pulla Reddy BI Greenlands, Begumpet Road, Hyderabad – 500016, Telangana; **Jaipur:** O-15, Green House, Ashok Marg, C-Scheme, Jaipur – 302001, Rajasthan; **Kochi:** 41/419, Ground Floor Chicago Plaza, Rajaji Road, Ernakulam, Kochi – 682035, Kerala; **Kolkata:** 7, Shakespeare Sarani, Kolkata – 700071, West Bengal; **Mumbai:** Jeevan Prakash Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001, Maharashtra; **Nagpur:** M. G. House, Rabindranath Tagore Road, Besides Board Office, Civil Lines,

Nagpur – 440001, Maharashtra; **Noida:** B2-B3, Sector 16, Noida – 201301, Uttar Pradesh; **Pune:** Indra Pushti, Opposite Fergusson College Gate No 2, Pune – 411004, Maharashtra; **Rajkot:** Titan, Near K K V Circle, Kalawad Road, Rajkot – 360005, Gujarat; **Ranchi:** Shambhu Complex, H B Road, Near Firayalal Chowk, Ranchi – 834001, Jharkhand; **Surat:** Digvijay Towers, Opp. St. Xavier’s School, Ghod Dod Road, Surat – 395001, Gujarat; **Vadodara:** Vardhaman Complex, Opp. G. E. Brace Course Circle (North), Vadodara – 390007, Gujarat.

For Non-Residential Shareholders

Delhi: Statesman House, 148, Barakhamba Road, New Delhi – 110001, Delhi; **Mumbai:** Jeevan Prakash Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001, Maharashtra.

- (v) Shareholders residing at a place in locations wherein the ASBA facility or Bank’s collection centers are not available should send their call money along with the completed acknowledgement slip by registered post/speed post at the office of the Registrar to the Issue: **Link Intime India Private Limited, C-101, 247 Park, LBS Marg, Vikhroli [West], Mumbai- 400083, Maharashtra, India**, Tel No.: +91-22-4918 6200, stating the requisite details along with Cheque/Demand Draft payable at Mumbai, so that the same are received on or before last date of payment of Final call money i.e. Wednesday, August 4, 2021.
- (vi) Cheque / Demand Draft should be drawn on any banks including Co-operative Bank which is situated at and is a member or a sub-member of the Bankers’ Clearing House located at the Centre where this Call Notice is presented. Outstation Cheques / Bank Drafts, Money Orders, and Postal Orders will not be accepted. No postdated cheque will be accepted and is liable to be rejected.
- (vii) After the last date of payment, i.e., Wednesday, August 4, 2021, Bank branches at the aforesaid locations will not accept any Call money payment.
- (viii) The Company will not be liable for any delayed receipt and reserves the right to reject such delayed receipts unless accompanied with applicable interest payment.
- (ix) Payment slip should be complete in all respects. The payment slip found incomplete with regard to any of the particulars required to be given therein are liable to be rejected.

b) R-WAP

For making of an Application through the Registrar’s Web-based Application Platform (“R-WAP”) process:

- i. A separate web-based application platform, i.e. the R-WAP facility (accessible at web.linkintime.co.in), has been instituted for making the payment for the Final Call money by resident shareholders.
- ii. At the R-WAP webpage, resident shareholders can access and make the payment in electronic mode using the R-WAP. Resident shareholders, making the payment through R-WAP, shall make online payment using internet banking or UPI facility.
- iii. Set out below is the procedure to be followed for using the R-WAP:
- Prior to making the payment using the R-WAP facility, the shareholders should enable the internet banking or UPI facility of their respective bank accounts and the shareholders should ensure that the respective bank accounts have sufficient funds. If the funds available in the relevant bank account are less than the total amount payable on submission of the Final Call payment, such payment shall be rejected. Please note that R-WAP is a non-cash payment mechanism.
 - Resident shareholders should visit R-WAP (accessible at web.linkintime.co.in) and fill the online Application available on R-WAP in electronic mode. Please ensure that you provide correct DP ID-Client ID or Folio No. (for eligible resident equity shareholders who hold partly paid-up equity shares in physical form as on Record Date) and PAN along with all other details sought while submitting the online application.
 - Non-resident shareholders are not eligible to pay the Final Call money through R-WAP.**
 - Shareholders should ensure that Application process is verified through the e-mail / phone / mobile number or other means as applicable.
 - The holders of the partly paid-up equity shares shall make online payment using their own bank account only. Payments made from third party bank accounts will be rejected.
 - Verification, if any, in respect of payment through shareholders’ own bank account, shall be done through the latest details available with depositories containing shareholder’s bank account details, beneficiary account details. Registrar may follow additional processes such as cancelled cheque for joint holder verification and such other industry accepted and tested methods for online payment for physical shareholders or demat shareholders wherever necessary.
 - The Final Call Money collected through Applications made on the R-WAP will be credited to “ABFRL – Partly Paid-up Shares final call money A/c – R” maintained with Axis Bank Limited.
 - For guidance on the Application process through R-WAP and resolution of difficulties faced by the shareholders, the shareholders are advised to carefully read the frequently asked questions, visit the online/ electronic dedicated shareholder helpdesk (web.linkintime.co.in) or call helpline number (+91 (22) 4918 6200).

PLEASE NOTE THAT ONLY RESIDENT SHAREHOLDERS CAN MAKE THE PAYMENT USING R-WAP. R-WAP FACILITY WILL BE OPERATIONAL FROM THE OPENING DATE OF THE CALL PAYMENT PERIOD THROUGH THE CLOSE OF BANKING HOURS ON THE CLOSING DATE OF THE CALL PAYMENT PERIOD. THE COMPANY AND THE REGISTRAR SHALL NOT BE RESPONSIBLE IF THE APPLICATION IS NOT SUCCESSFULLY SUBMITTED OR IS REJECTED DURING THE PROCESS.

iv. Do’s for shareholders applying through R-WAP:

- a. Ensure that the details of the correct bank account have been provided while making payment along with submission of the Application.

- b. Ensure that there are sufficient funds (equal to {number of partly paid-up equity shares X amount of Final Call money payable on the partly paid-up equity shares}) available in the bank account through which payment is made using the R-WAP.
- c. Ensure that you make the payment towards your Final Call through your bank account only and do not use any third-party bank account for making the payment. Payments made from third party bank accounts will be rejected.
- d. Ensure that you receive a confirmation e-mail or confirmation through other applicable means on successful transfer of funds.
- e. Ensure you have filled in correct details of PAN, Folio number (for eligible resident equity shareholders who hold partly paid-up equity shares in physical form as on Record Date), DP ID-Client ID, as applicable and all such other details as may be required.
- f. Ensure that you receive an acknowledgement from the R-WAP for your submission of the Application.

v. Don'ts for shareholders applying through R-WAP:

- a. Do not apply from bank account of third parties.
- b. Do not apply if you are a non-resident shareholder.
- c. Do not apply from non-resident account.

Non-payment

- 6) Failure to pay the final call money, as aforesaid shall render the Partly Paid-up Equity Shares, including the amount already paid thereon, liable to be forfeited in accordance with the Act and the LoF.

Other Information

- 7) The ISIN IN9647001027 representing Partly Paid-up Equity Shares of ₹ 10 (₹7.5 paid-up) has been suspended by BSE Limited and National Stock Exchange of India Limited on Wednesday, June 30, 2021.
- 8) The process of corporate action for converting the Partly Paid-up Equity Shares of ₹ 10 each (₹7.5 paid-up) to Fully Paid-up Equity Shares of ₹ 10 each to the Investors' demat accounts under **ISIN INE647001011**, allotted by the depositories, is estimated to be completed within 2-3 weeks from the last date of payment of the final call money stipulated under this notice.
- 9) Upon completion of the corporate action, the Partly Paid-up Equity Shares of ₹ 10 each (₹7.5 paid-up) shall be converted into Fully Paid-up Equity Shares of ₹ 10 each and would be credited to ISIN INE647001011 allotted by the National Securities Depository Limited/ Central Depository Services (India) Limited.
- 10) Shareholders are requested to kindly ensure that the Partly Paid-up Equity Shares held by them are free from any encumbrances/ limitations such as pledge. Please note that only once shares are released from pledge, the same can be debited from your demat account and the fully paid-up shares can be credited.
- 11) In case of non-receipt of the final call money notice, shareholders can request by e-mail or letter, for the duplicate call money notice to the Registrar, or may also download the same from the Company's website: www.abfrl.com or the Registrar's website: web.linkintime.co.in. In such a case, however, the shareholder has to fill the DP & Client ID, number of partly paid-up equity shares held and amount payable towards the final call money.
- 12) The shareholder must mention his/her PAN number allotted under the Income Tax Act, 1961.
- 13) All correspondence in this regard may be addressed to:

Link Intime India Private Limited

[Unit: Aditya Birla Fashion and Retail Limited - Rights Issue]
C-101, 247 Park, LBS Marg, Vikhroli [West], Mumbai - 400083, Maharashtra, India
Telephone : + 91-22-4918 6200; Fax: +91-22-4918 6195;
E-mail : abfrl.finalcall@linkintime.co.in
Contact person : Mr. Sumeet Deshpande
Website : www.linkintime.co.in
SEBI registration number : INR000004058

Payment Slip

[to be used only in case of payment through cheque/ demand draft]

From

Name :
Address :
Notice Number :
PAN :

To

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

REMINDER CUM FORFEITURE NOTICE ON THE PARTLY PAID-UP EQUITY SHARES [ISIN: IN9647001027]

HELD AS ON THE RECORD DATE i.e. THURSDAY, JULY 1, 2021

[to be filled in by the shareholder]

DP ID / Client ID	No. of Partly Paid-up Equity shares held as on Record Date	Amount due and payable [in ₹] Final call @ ₹ 27.5 per Partly Paid-up Equity Share	
		₹ in number	₹ in words

Payment Details:

Final Call Money Due [in ₹]	Cheque/ Demand draft amount [in ₹]	Cheque/ DD No.	Drawn on [Bank & Branch]	Date of payment	Bank Serial No. [To be filled in by the Bank]
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Acknowledgment Slip

Reminder cum Forfeiture Notice

Received Cheque/DD No. _____ dated _____ for ₹ _____ drawn on _____ [name of bank and branch] the amount aforesaid being the payment towards final call money for the above equity shares. [Details to be filed by the shareholder]

Date :
Name of the First/ Sole Shareholder :
DP ID/ Client ID :
No. of partly paid-up equity shares :
Final Call Notice No. :

Note: Cheque subject to realization

Sign and Stamp of the
Registrar and Share Transfer Agent/ Axis Bank Limited

Date: