Dear Sir/Madam,

Sub.: Final demand notice to pay Final Call Money on Partly Paid-up Equity Share ["PPS"] of the Company.

This is in furtherance to our earlier communications w.r.t. payment of final call money on your partly paid-up shares and the amount paid thereon.

Considering the COVID scenario, the Board of Directors on September 1, 2021 have granted an extended opportunity to the shareholders to pay the final call along with an interest thereon at @ 8% p.a.

As per our records, the final call money along with interest thereon w.r.t. the PPS held by you [as detailed below] still continues to remain unpaid. You are required to make the payment of final call money on or before Monday, October 31, 2022. Failure to pay the below mentioned amount shall render the PPS, including the amount already paid thereon, liable to be forfeited in accordance with the Companies Act, 2013 ["Act"] and the Letter of Offer dated June 28, 2020 ["LoF"].

KINDLY CONSIDER THIS COMMUNICATION AS YOUR LAST OPPORTUNITY TO PAY.

<table>
<thead>
<tr>
<th>No. of PPS</th>
<th>Amount due and payable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Final Call @ ₹ 27.5 per PPS</td>
<td>Interest @ 8% p.a.*</td>
</tr>
<tr>
<td>(A)</td>
<td>(B) = (A) x 8% p.a.</td>
<td></td>
</tr>
</tbody>
</table>

*For the period beginning from January 30, 2021 up to August 31, 2021

Extended payment period upto Monday, October 31, 2022

Mode of Payment
Deposit your Cheque/ Demand Draft with the Company or RTA at the address stated below. Alternatively, can also be submitted at Axis Bank Branch as provided in the detailed instructions.

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]

Payment slip Visit http://www.abfrl.com/investors/rights-issue/to view

Detailed Instructions Visit http://www.abfrl.com/investors/rights-issue/to view

You are requested to make the Final Call money payment by Monday, October 31, 2022. 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.

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.

Sincerely,
For Aditya Birla Fashion and Retail Limited
Sd/-
Geetika Anand
Company Secretary & Compliance Officer