



May 11, 2018

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G-Block, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051

Sub.: Key Managerial Personnel ("KMP") of Aditya Birla Fashion and Retail Limited ("Company") authorised for the purpose of determining the materiality of an event or information and for making the disclosures to the Stock Exchanges

- Ref.: 1. Regulations 30 (read with Schedule III - Part A), of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations");**
2. Scrip Code: BSE – 535755; NSE – ABFRL

Dear Sirs/ Madam,

Kindly note that in terms of the provisions of Regulation 30(5) of SEBI Listing Regulations, the Board of Directors of the Company has authorised following KMP of the Company for the purpose of determining the materiality of an event or information and for the purpose of making disclosures to the Stock Exchanges under Regulation 30 of SEBI Listing Regulations :

Sr. No.	Name and Designation	E-mail ID	Contact Details
1.	Mr. Ashish Dikshit, Managing Director	ashish.dikshit@abfml.adityabirla.com	Address: 701-704, 7 th Floor, Skyline Icon Business Park, 86-92, Off A. K. Road, Marol Village, Andheri (East), Mumbai- 400 059
2.	Mr. Jagdish Bajaj, Chief Financial Officer	jagdish.bajaj@abfml.adityabirla.com	
3.	Ms. Geetika Anand, Asst. Vice President & Company Secretary	geetika.anand@adityabirla.com	

Further, please note that Mr. Vishak Kumar – Chief Executive Officer of Madura Fashion & Lifestyle Division of the Company, will cease to be a Key Managerial Personnel of the Company in terms of the provisions of the Companies Act, 2013. **However, he will continue to serve as the Chief Executive Officer of Madura Fashion & Lifestyle Division of the Company.**

This is for your information and records.

Thanking you,

Yours faithfully,

For Aditya Birla Fashion and Retail Limited

Geetika Anand

Asst. Vice President & Company Secretary

