



January 30, 2018

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.: Intimation of Schedule of Analyst/ Institutional Investor Call on Financial Results of Aditya Birla Fashion and Retail Limited (formerly known as Pantaloons Fashion & Retail Limited) (“Company”)

Ref.: 1. Regulation 30 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 Sir/Madam,

This is to inform you that an Analyst/ Investor call w.r.t. the Unaudited Financial Results of the Company for the quarter and nine months ended December 31, 2017, is scheduled to be held on Friday, February 2, 2018 (“said call”).

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.: As above



Aditya Birla Fashion and Retail Limited

Q3 FY17-18 Earnings Call

Friday, February 2, 2018 at 16:00 HRS (IST)

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, February 2, 2018 at 16:00 HRS (IST)** to discuss the financial results for the quarter ended 31st December 2017. Investor presentation will be available on Company's website www.abfrl.com post announcement of 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, February 2, 2018	
Time	16:00 HRS (IST)	
LOCATION		ACCESS NUMBERS
Mumbai (India)		Primary Number (TOLL NUMBER): + 91 22 3960 0729
Local Access Number		TOLL NUMBER : +91-7045671221 <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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Aditya Birla Fashion and Retail Limited

Corporate Identity Number L18101MH2007PLC233901

Regd. Office : 7th Floor, Skyline Icon Business Park, 86-92, Off A.K. Road, Marol Village, Andheri (East), Mumbai 400 059

Website: www.abfrl.com Email: invrelations.abfrl@adityabirla.com
