



June 14, 2017

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.: Intimation of Schedule of Meeting(s) with Institutional Investors/ Analysts

Ref.: Regulations 46(2)(o) of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015 ("SEBI Regulations")
[Scrip Code: BSE – 535755; NSE – ABFRL]

Dear Sir/Madam,

Pursuant to SEBI Regulations, please take note of the schedule of meeting(s) held by the Company with Institutional Investors/ Analysts ("Schedule"), as under:

Dates	Name of Fund/Company	Type of Meeting(s)	Venue
June 12, 2017 and June 13, 2017	Habrok Capital Management LLP	One-on-One	London
	Henderson Global Investors		
	Stewart Investors		
	Lloyd Baughan Asset Management		
	Capital Research Global Investors		
	Wasatch Advisors		
	Wellington Management		
	Schroder Investment Management		
	Jupiter Asset Management		
	LGM Investments		
	Sloane Robinson		

A copy of the Presentation made at the above meetings is enclosed herewith for your reference.

The schedule and the presentation are also uploaded on the website of the Company i.e. www.abfrl.com.

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



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

701-704, 7th Floor, Skyline Icon Business Park,
86-92, Off A. K. Road, Marol Village, Andheri East,
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Aditya Birla Fashion and Retail Limited

5 LARGEST BRANDS
OF INDIA

OUR FY17 REVENUES ARE
INR 6,633 Cr
USD 1.02 Bn

NO. **1** PURE-PLAY FASHION
LIFESTYLE COMPANY

6.2 mn sq ft

LARGEST BRAND FOOTPRINT IN INDIA

WE OPERATE IN OVER
375 CITIES & TOWNS

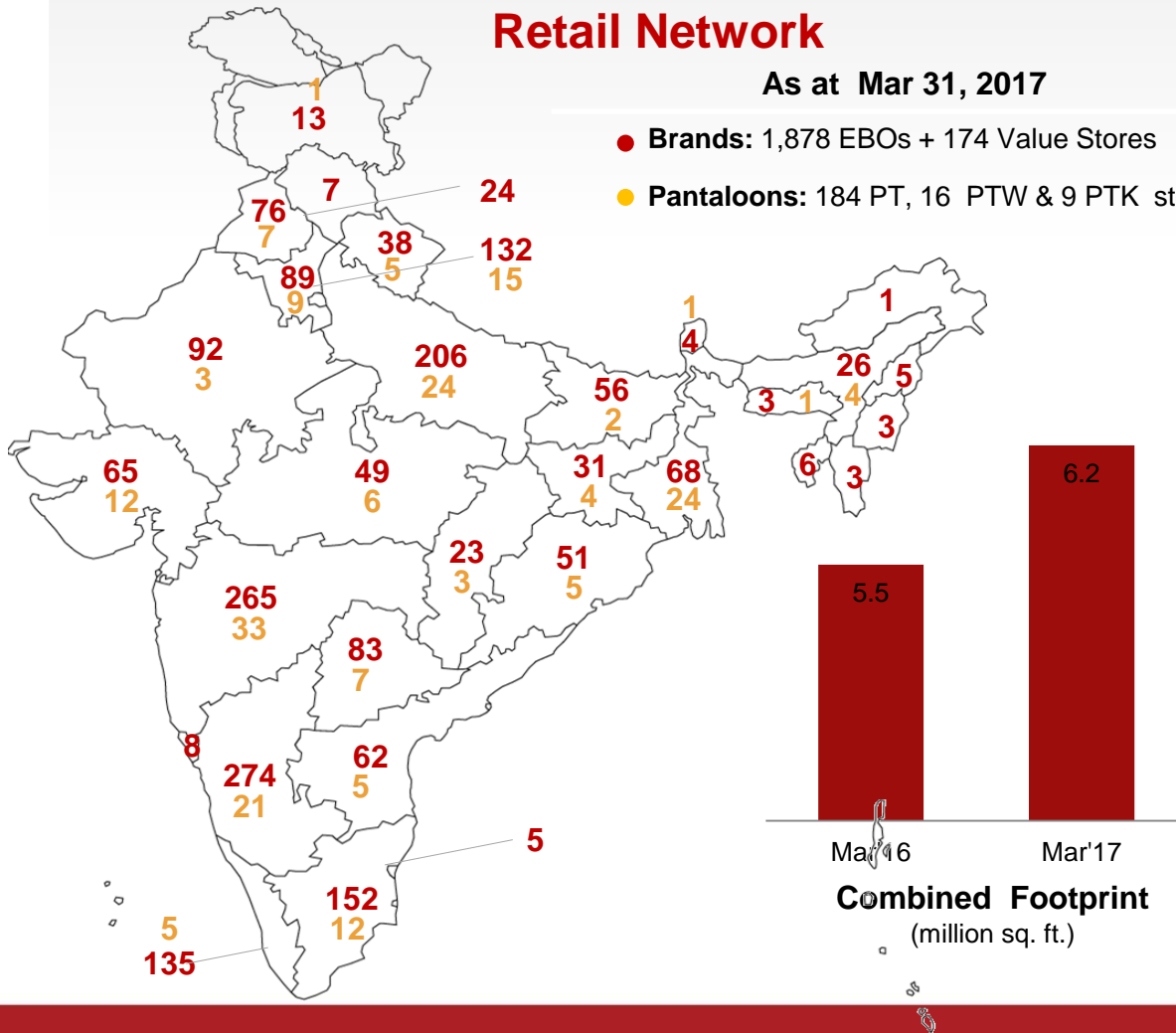
7,000+
POINTS OF SALE

2,200+
EXCLUSIVE
BRAND OUTLETS

Retail Network

As at Mar 31, 2017

- Brands: 1,878 EBOs + 174 Value Stores
- Pantaloons: 184 PT, 16 PTW & 9 PTK stores



MBOs



- Our brands are present in ~4,500 Multi Brand Outlets

- Our brands are present across all department stores through ~3,300 SISs

Large Format Stores

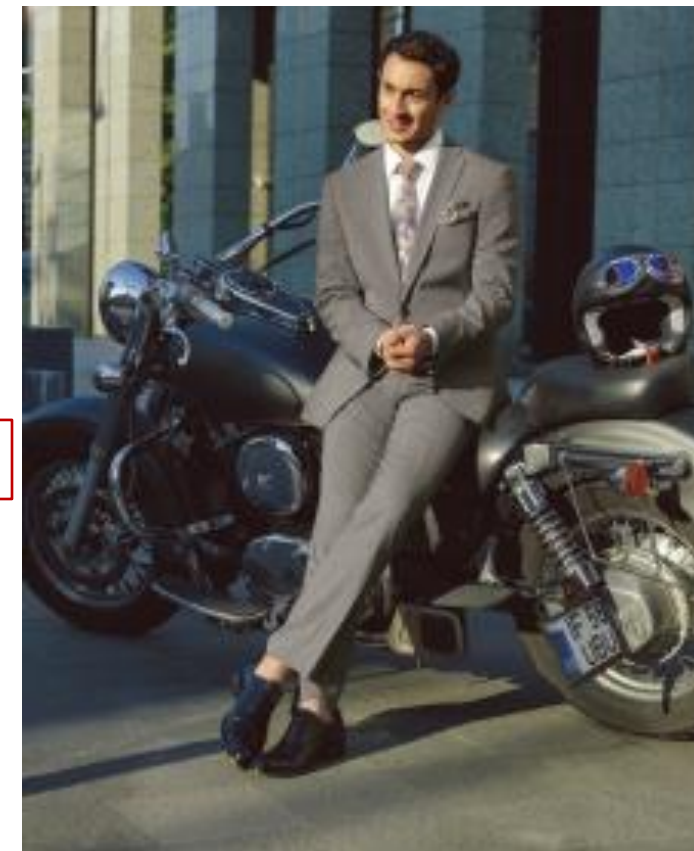
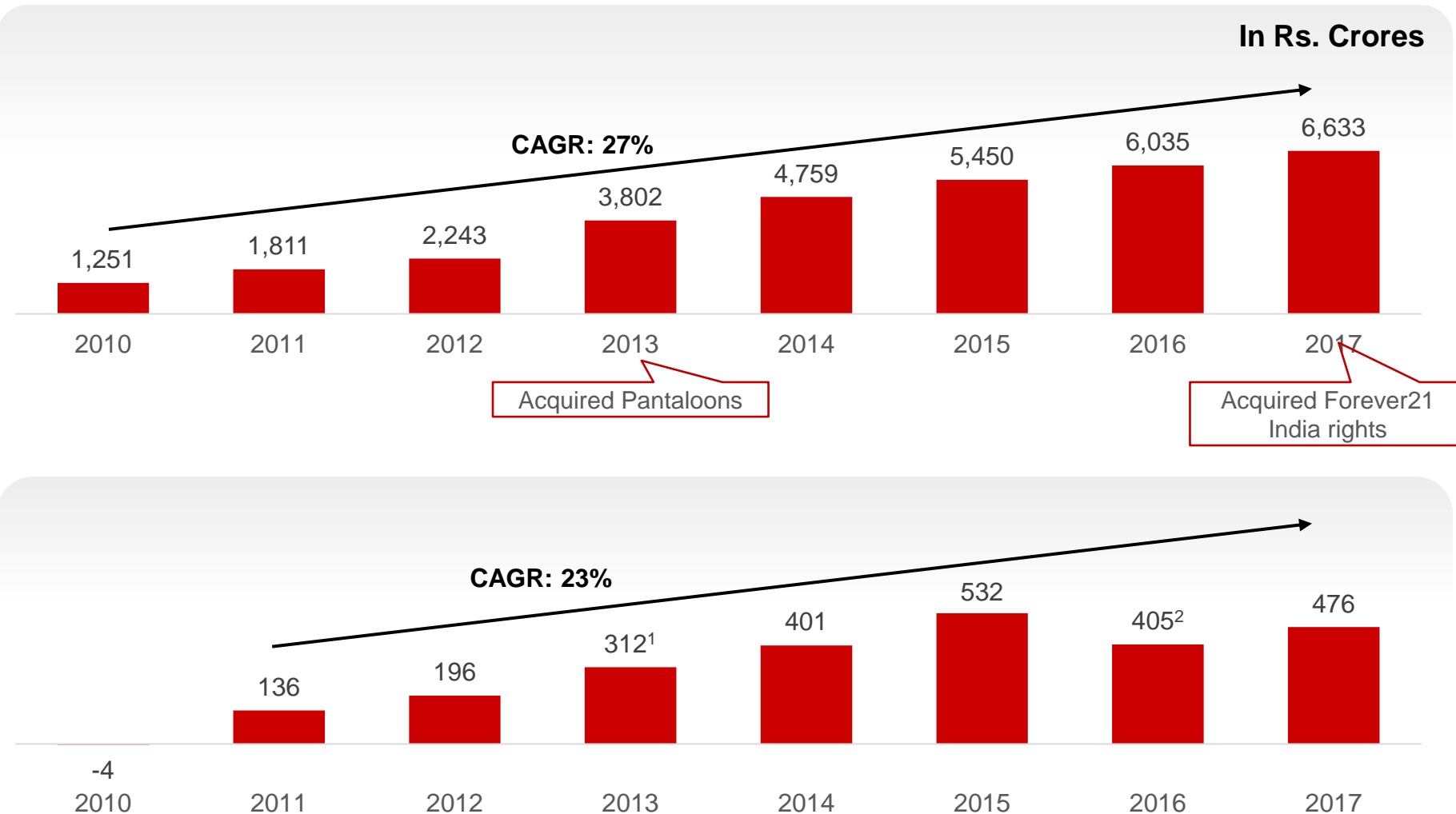


E-commerce



- Our brands are available on all leading e-commerce websites in the country

ABFRL | Track record of Strong Growth with Profitability

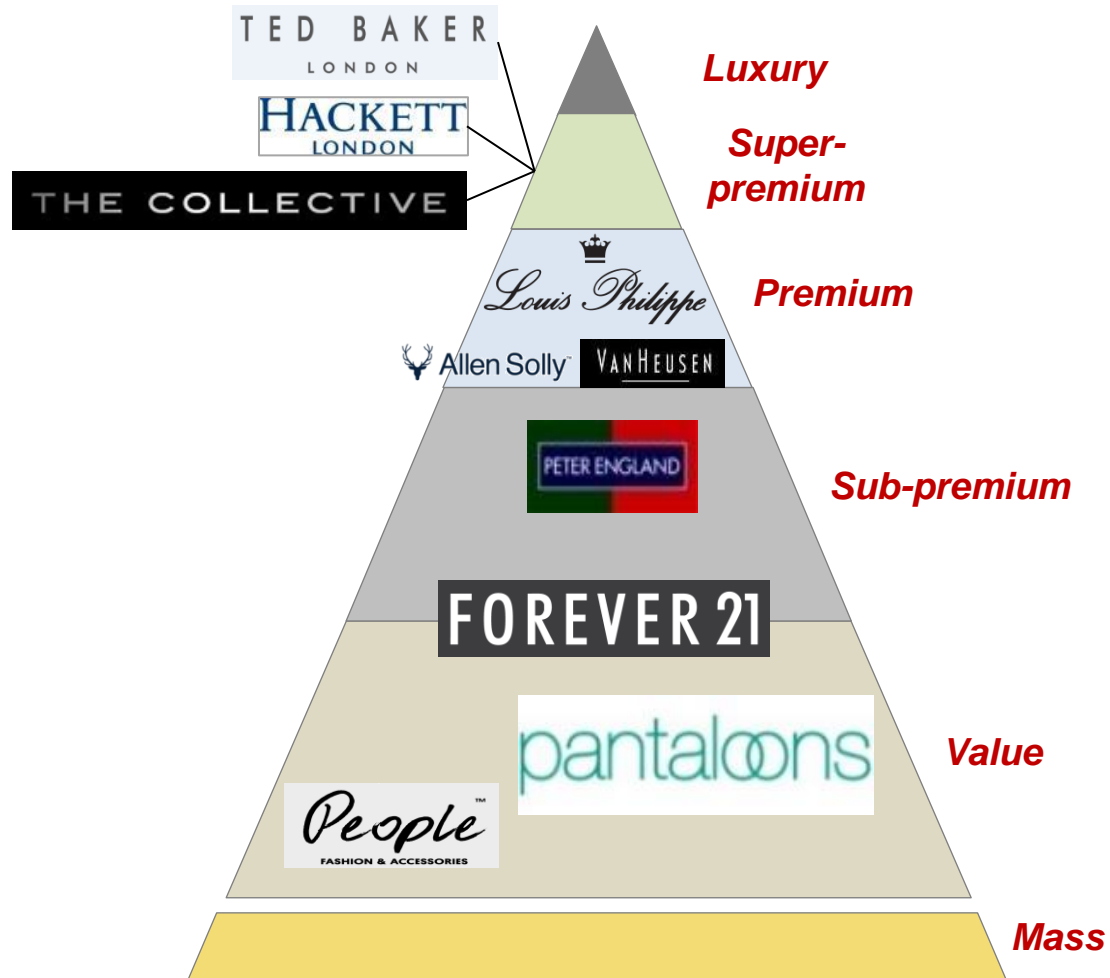


*Note: 1. Excluding one-time investment income

2. EBITDA for FY16 includes one-time charge for merger costs, retrospective bonus and one-time gain in rent straight lining

ABFRL has a strong position across segments with a balanced portfolio across all high growth segments

ABFRL HAS STRONG PRESENCE ACROSS ALL PRICE SEGMENTS...



... WITH A BALANCED PORTFOLIO MIX...

In Rs. Crores

Particulars	NSV			EBITDA			EBITDA %	
	FY16	FY17	Growth	FY16	FY17	Growth	FY16	FY17
Lifestyle Brands	3734	3651	-2%	397	423	7%	10.6%	11.6%
Pantaloon	2157	2552	18%	103	126	22%	4.8%	4.9%
Fast Fashion	149	345	131%	-13	-49		-8.4%	-14.1%
Other Businesses	96	119	24%	-25	-31			
Elimination	-101	-34		-57	7			
Total	6035	6633	10%	405	476	18%	6.7%	7.2%

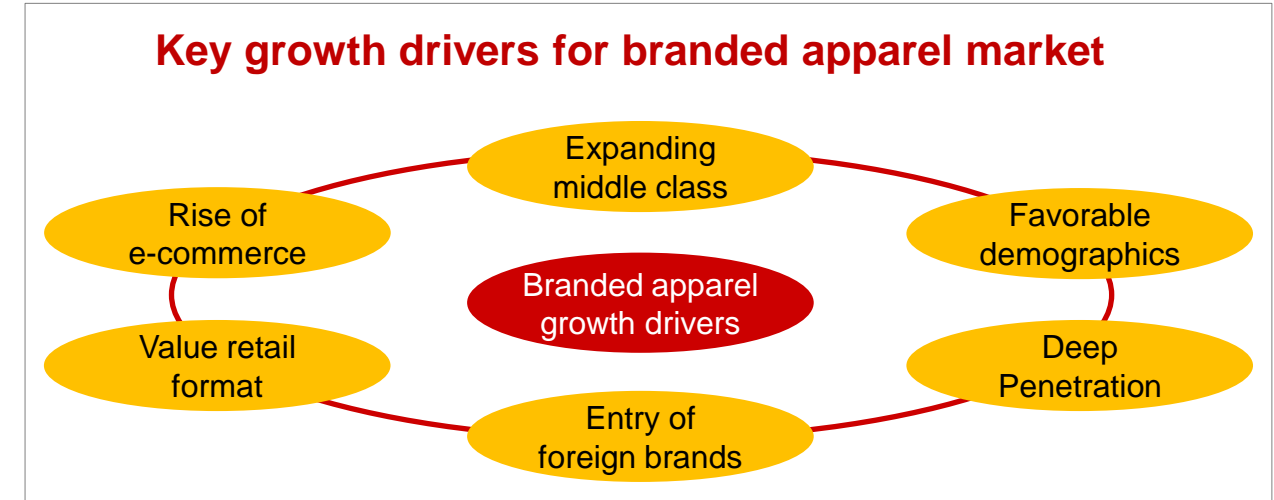
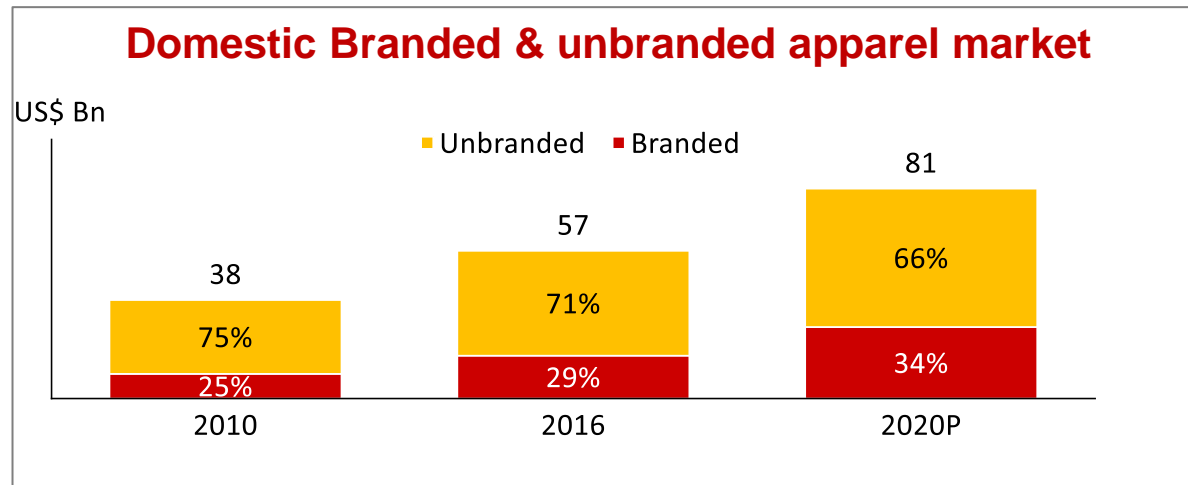
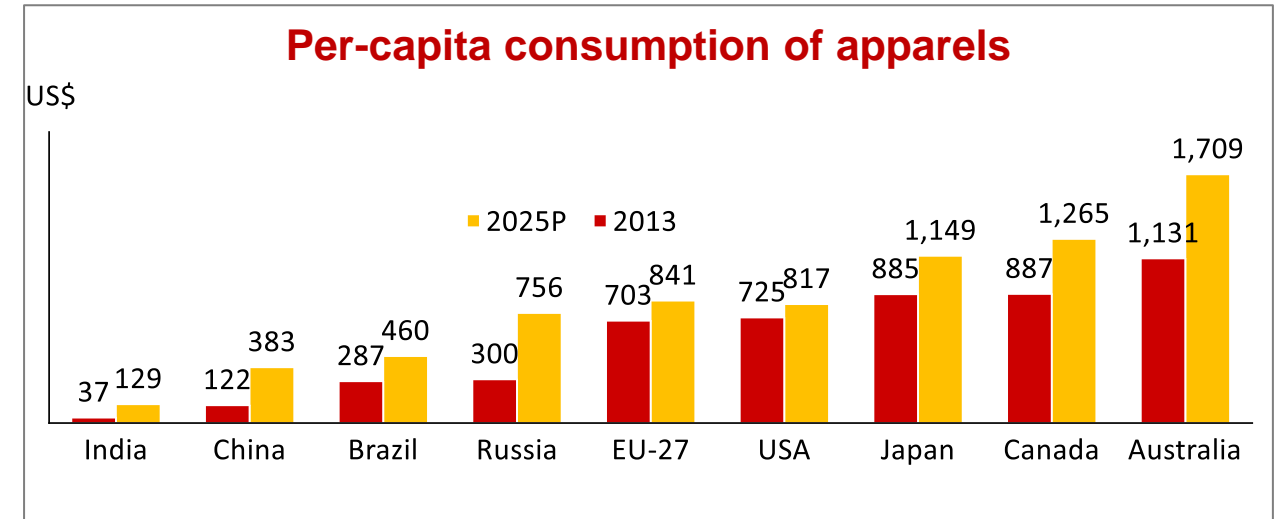
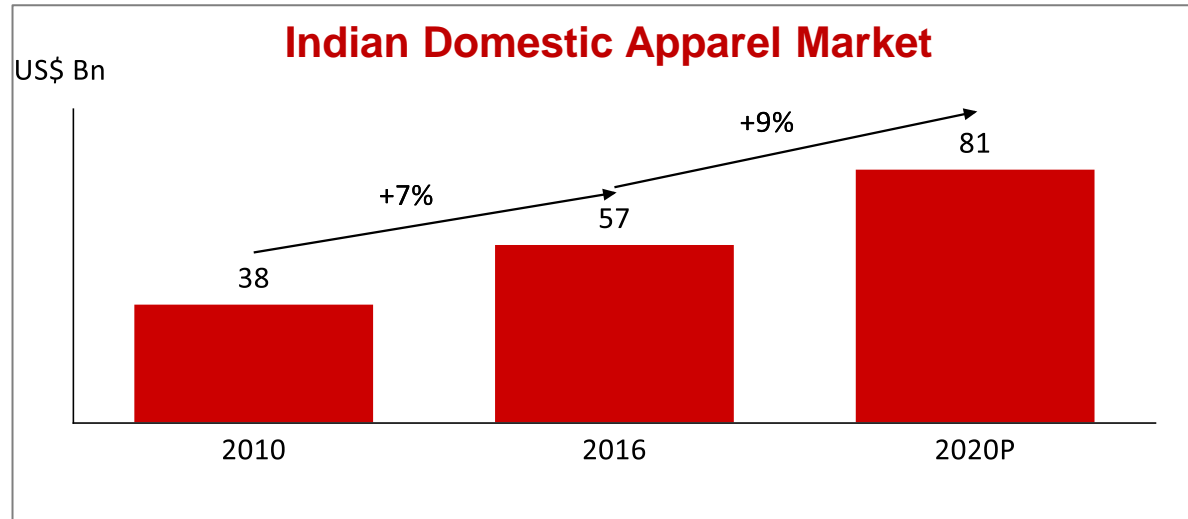
In USD Mn

Particulars	NSV			EBITDA			EBITDA %	
	FY16	FY17	Growth	FY16	FY17	Growth	FY16	FY17
Lifestyle Brands	576	563	-2%	61	65	7%	10.6%	11.6%
Pantaloon	333	394	18%	16	19	22%	4.8%	4.9%
Fast Fashion	23	53	131%	-2	-8		-8.4%	-14.1%
Other Businesses	15	18	24%	-4	-5			
Elimination	-16	-5		-9	1			
Total	931	1023	10%	62	73	18%	6.7%	7.2%



ABFRL
Well positioned for Next Decade

Organized apparel retail is rapidly growing and presents a huge opportunity



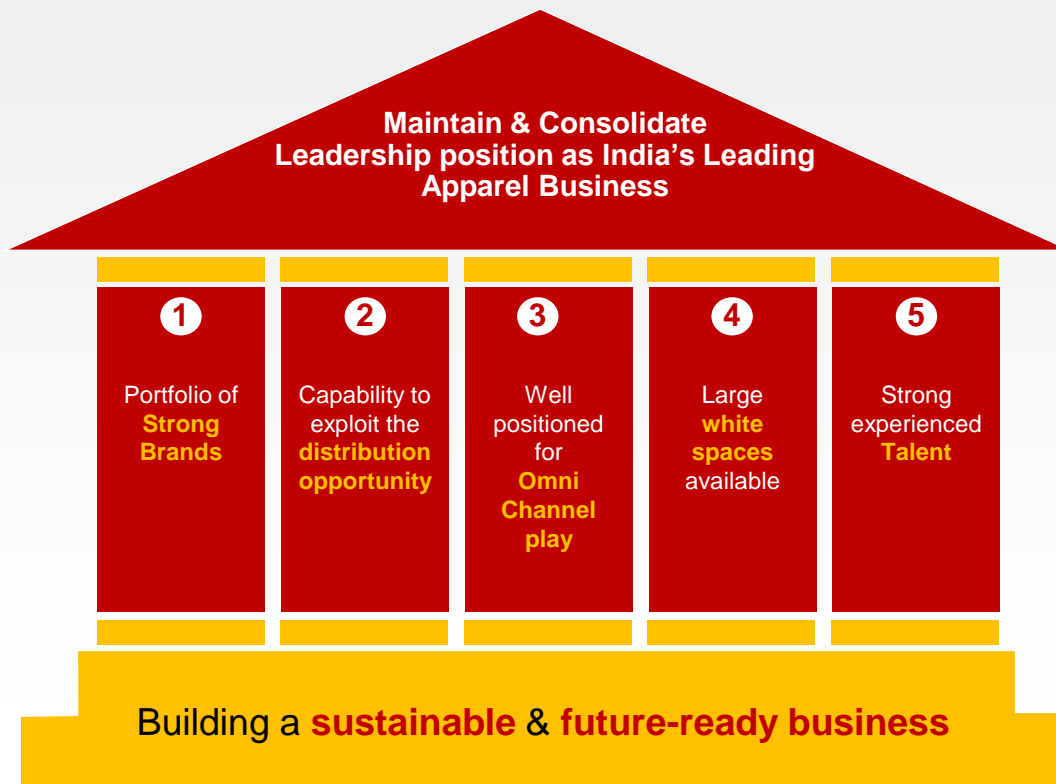
Tremendous opportunity exists across multiple segments...

Indian Organized Apparel

Category ` '000 crore	2014	2020	2025	2014-2025 CAGR
Men's formals	15	30	55	~10-15%
Men's casuals	10	30	75	~20%
Women's western	5	15	45	~20%
Kids	5	12	25	~15%
Innerwear++	10	25	50	~15%

ABFRL is well positioned to exploit this fast growing market.

Strong Fundamentals ABFRL Well Positioned for Future



Our Strategy leverages existing strengths even while building businesses in new emerging segments

Omni Channel & Digital transformation

- Rejuvenate the Retail experience for the new age customer by creating seamless and limitless access to our brands

Aggressive Expansion

- Drive growth across off-line & on-line channels & leverage our brands across the country through a deep reach & penetration strategy

Build businesses in fast growing & profitable segments

- Capture whitespaces through organic and inorganic growth
- Build large business in fast growing categories and enhance private brands growth

Customer Centricity

- Analytics backed customer lifecycle management
- Increased focus on superior customer experience

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