



March 27, 2024

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Allotment of 11,10,000 8% Non-Cumulative Non-Convertible Redeemable Preference Shares issued on private placement basis

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")
2. Our intimation dated February 14, 2024 and March 21, 2024

Dear Sir/ Madam,

This is to inform that the Stakeholders Relationship Committee of the Board of Directors of the Company has on March 27, 2024 approved the allotment of 11,10,000 8% Non-Cumulative Non-Convertible Redeemable Preference Shares of face value of ₹ 10/- each on private placement basis.

Brief details in accordance with the SEBI Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/CFDPoD-1/P/CIR/2023/123 dated July 13, 2023 are annexed herewith as **Annexure A**.

The above is being made available on the Company's website i.e. www.abfrl.com.

Thanking you.

Sincerely,
For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President & Company Secretary

Encl.: As above

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



Annexure A

Sr. No.	Particulars	Details
1.	Type of securities issued	8% Non-Cumulative Non-Convertible Redeemable Preference Shares
2.	Type of issuance	On Private Placement basis
3.	Total number of securities issued	11,10,000
4.	Size of the Issue	Aggregate amount ₹ 1.11 crore
5.	Whether proposed to be listed?	No
6.	Tenure of the instrument-Date of allotment and Date of Maturity	Date of allotment: March 27, 2024 Date of maturity: March 27, 2029 Redemption period is 5 Years from the date of allotment with an option with either party for an early redemption anytime.
7.	Coupon/ interest offered, schedule of payment of coupon/ interest and principal	8.00%
8.	Charge/ security created over the Assets	The Preference Shares are unsecured and do not carry any charge on the assets of the Company.
9.	Special right/ interest/ privileges attached to the instrument and changes thereof	The preference shares shall carry a preferential right vis-à-vis equity shares of the Company with respect to the payment of dividend and repayment in case of winding up or repayment of capital.
10.	Delay in payment of interest / principal amount for a period of more than three months from the due date or default in payment of interest / principal	Not Applicable
11.	Details of any letter or comments regarding payment/non-payment of interest, principal on due dates, or any other matter concerning the security and /or the assets along with its comments thereon, if any	Not Applicable
12.	Details of redemption of preference shares indicating the manner of redemption	The preference shares shall be redeemed only out of the profits of the Company which would otherwise be available for dividends or out of proceeds of fresh issue of shares made for the purpose of redemption.

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