



March 28, 2024

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Intimation regarding redemption of existing Redeemable Cumulative Preference Shares

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

2. Our intimations dated February 14, 2024, March 21, 2024 and March 27, 2024

Dear Sir/ Madam,

With reference to the captioned subject, this is to inform that Company has today redeemed 5,00,000 8% Redeemable Cumulative Preference Shares of ₹ 10 each and 500 6% Redeemable Cumulative Preference Shares of ₹ 100 each ("Preference Shares") which were due for redemption. The said redemption is made through the proceeds of fresh issuance of 8% Non-Cumulative Non-Convertible Redeemable Preference Shares.

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