



May 12, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Intimation of Record Date under the Scheme of Arrangement amongst Aditya Birla Fashion and Retail Limited ("Demerged Company"/ "Company"), Aditya Birla Lifestyle Brands Limited ("Resulting Company"/ "ABLBL") and their respective shareholders and creditors ("Scheme")

Ref.: 1. Regulation 42 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")
2. Our earlier intimations: April 23, 2025 and May 1, 2025

Dear Sir/ Madam,

In furtherance to our earlier intimations and captioned subject, we wish to inform you that, in accordance with the terms of the Scheme, **Thursday, May 22, 2025** has been fixed as the **"Record Date"** for the purpose of ascertaining the equity shareholders of the Company who will be entitled to be issued equity shares of ABLBL pursuant to the Scheme.

Accordingly, as per the sanctioned Scheme, 1 (one) fully paid-up equity share of ABLBL having face value of Rs. 10 (Rupees Ten) each for every 1 (one) fully paid-up equity share of Rs. 10 (Rupees Ten) each of the Company shall be issued and allotted by ABLBL to the equity shareholders of the Company holding equity shares as on the Record Date.

The said equity shares to be allotted by ABLBL are proposed to be listed with BSE Limited and the National Stock Exchange of India Limited, subject to applicable regulations and the necessary regulatory approvals.

This is for your information and records.

Thanking you.

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

Anil Malik
President & Company Secretary

ADITYA BIRLA FASHION AND RETAIL LIMITED

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
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