



May 23, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Material Information/Updates about the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company/Company"), Aditya Birla Lifestyle Brands Limited ("Resulting Company") and their respective shareholders and creditors ("Scheme")

Ref.: 1. Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")
2. SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ("SEBI Circular")
3. Our earlier intimations: April 23, 2025

Dear Sir/ Madam,

In furtherance to our earlier intimations and captioned subject, we would like to inform you that the Board of Directors of Aditya Birla Lifestyle Brands Limited, Resulting Company, at its meeting held today, has approved appointment of following Senior Managerial Personnel ("SMP"):

1. Mr. Puneet Kumar Malik, CEO - Innerwear Business
2. Mr. Jacob John; President, Premium Brands and
3. Mr. Narahari N, Sr. Vice President, Central Sourcing

We would like to further inform you that subsequent to aforesaid appointment as SMP in Resulting Company, Mr. Punit Kumar Malik has relinquished his position of SMP of the Company.

Communication dated May 23, 2025 received from the Resulting Company is enclosed as Annexure I.

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',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

CIN: L18101MH2007PLC233901
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Annexure I

May 23, 2025

To,
Aditya Birla Fashion and Retail Limited
Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
L.B.S. Road, Kurla, Mumbai - 400 070

Sub.: Disclosure of the Material Information/Updates about the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company"), Aditya Birla Lifestyle Brands Limited ("Resulting Company"/ "Company") and their respective shareholders and creditors ("Scheme")

Ref.: Outcome of the Board Meeting held on May 23, 2025

Dear Sir/Madam,

This is to inform you that the Board of Directors of the Company at its meeting held today *inter-alia*, considered and approved appointment of following Senior Managerial Personnel ("SMP"):

1. Mr. Puneet Kumar Malik, CEO - Innerwear Business
2. Mr. Jacob John; President, Premium Brands and
3. Mr. Narahari N, Sr. Vice President, Central Sourcing

Brief details of appointment as required under SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are enclosed herewith as **Annexure A**.

Thanking you,

Yours sincerely,

For **Aditya Birla Lifestyle Brands Limited**

Rajeev Agrawal
Company Secretary and Compliance Office

Encl: As above

Aditya Birla Lifestyle Brands Limited

Corporate Office:

Kh No. 118/110/1, Building 2, Divyashree
Technopolis, Yemalur Main Rd, off HAL
Airport Road, Bengaluru- 560037

Registered Office:

Piramal Agastya Corporate Park, Building 'A',
4th and 5th Floor, Unit No. 401, 403, 501, 502,
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CIN: U46410MH2024PLC423195



Annexure A

A. Appointment of Mr. Puneet Kumar Malik

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Puneet Kumar Malik , CEO, Innerwear Business as Senior Managerial Personnel
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	May 23, 2025
c)	Brief Profile (in case of appointment)	Mr. Puneet Kumar Malik is an alumnus of IIM Bangalore, NIFT Delhi and TIT Bhiwani. He is an industry veteran and has been with Aditya Birla Group for the last 3 decades leading diverse functions across Manufacturing, Supply Chain, Brand Management, Retail, Trade Sales and P&L. Over the last few years Mr. Malik has built the Van Heusen Innerwear business from scratch and has led the rapid growth of the business to being the second largest Innerwear player in the mid premium segment. He has also received the Accomplished Leader award from Chairman in the year 2022.
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

Aditya Birla Lifestyle Brands Limited

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B. Appointment of Mr. Jacob John

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Jacob John President, Premium Brands as Senior Managerial Personnel.
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	May 23, 2025
c)	Brief Profile (in case of appointment)	<p>Mr. Jacob John started his career as a Management Trainee in Madura Garments in 1995. Over next twenty years, Jacob grew through roles across manufacturing, sourcing, product development & brand management. In his last role as the Brand COO for Louis Philippe, the brand grew impressively from Rs 292 Cr turnover in FY 10 to become a Rs 1000 Cr business in FY15. This period saw a growth of Louis Philippe retail, establishment of sub brands LP Sport, launch of LP Jeans and several other initiatives which clearly established Louis Philippe as India's largest and most profitable menswear brand. Jacob is also a proud recipient of the Chairman Awards for Exceptional Contribution.</p> <p>Mr. John joined Landmark Group in 2015 as Deputy CEO – Lifestyle International, overseeing Lifestyle Department stores. In his last assignment, Jacob was hired by Private Equity firm, Advent Equity, as CEO & MD for Dixcy Textiles, a leading player in Innerwear industry.</p> <p>Mr. John is a Bachelor in Technology – Textiles & a Masters in Business Administration.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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C. Appointment of Mr. Narahari N

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Narahari N Sr. Vice President, Central Sourcing as Senior Managerial Personnel
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	May 23, 2025
c)	Brief Profile (in case of appointment)	<p>Mr. Narahari N is a distinguished global sourcing and supply chain expert with over three decades of experience in enhancing domestic and international business operations. Prior to his appointment he was a Director of Central Sourcing at Aditya Birla Fashion and Retail Limited ("Demerged Company"), he oversees strategic procurement and sourcing across a diverse portfolio of domestic and international brands, ensuring alignment with the company's growth objectives and commitment to international quality standards.</p> <p>As a dynamic leader deeply connected to the Aditya Birla Group's purpose "To enrich lives by building dynamic and responsible businesses and institutions that inspire trust"-Mr. Narahari continues to drive transformative initiatives that strengthen the company's reputation as a pioneer in ethical and innovative apparel manufacturing.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable

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