



May 1, 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 intimation: April 23, 2025

Dear Sir/ Madam,

We refer to our earlier intimation and captioned subject, wherein we informed you that the Effective Date of the Scheme is May 1, 2025. Pursuant to effectiveness of the Scheme w.e.f. May 1, 2025, all employees of the Company engaged in or in relation to the MFL Business (as defined in the Scheme) have become employees of the Resulting Company.

Please note that Mr. Vishak Kumar, a Whole-time Director ("WTD") and Key Managerial Personnel ("KMP"), who was an employee of Aditya Birla Fashion and Retail Limited, has been transferred to Aditya Birla Lifestyle Brands Limited and accordingly, his position as WTD and KMP stand relinquished from closure of business hours of April 30, 2025.

Further, the Board of Directors of Aditya Birla Lifestyle Brands Limited, the Resulting Company, at its meeting held today, has approved the following appointments w.e.f. May 1, 2025, subject to the regulatory and other necessary approvals:

- Mr. Ashish Dikshit as Managing Director (in addition to his current position as Managing Director of Aditya Birla Fashion and Retail Limited) and
- Mr. Vishak Kumar as Deputy Managing Director and Chief Executive Officer.

Communication dated May 1, 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

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
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Annexure I

May 1, 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 1, 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 the following matters:

1. Appointment of Mr. Ashish Dikshit (*DIN: 01842066*), Director of the Company as Managing Director of the Company w.e.f. May 1, 2025, subject to the regulatory and other necessary approvals (in addition to his current position as Managing Director of Aditya Birla Fashion and Retail Limited, the Demerged Company).
2. Appointment of Mr. Vishak Kumar (*DIN: 09078653*) as Deputy Managing Director and Chief Executive Officer of the Company w.e.f. May 1, 2025, subject to the regulatory and other necessary approvals.

Basis the disclosures received from Mr. Ashish Dikshit and Mr. Vishak Kumar, it is hereby confirmed that they are not debarred from holding the office of a Director by virtue of any order passed by the SEBI or any other such authority.

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**

Jagdish Bajaj
Director

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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Tel.: +91 86529 05000

CIN: U46410MH2024PLC423195



Annexure A

A. Appointment of Mr. Ashish Dikshit as Managing Director

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Ashish Dikshit as Managing Director (DIN: 01842066)
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	Appointed w.e.f. May 1, 2025, subject to the regulatory and other necessary approvals.
c)	Brief Profile	<p>a. Alumnus of IIT-Madras (Electrical Engineering), IIM-Bangalore (MBA) and Harvard Business School (Advanced Management Program).</p> <p>b. He has over 30 years of experience in diverse roles across industries and functions. Started his career at Asian Paints before moving to Madura Fashion and Lifestyle Division of the Company, where he worked in its various functions ranging from Sales, Brand Management, Supply Chain and Sourcing over 15 years. He was appointed President of its Lifestyle (MFL) Business in 2007 and went on to become its CEO in 2012.</p> <p>c. He served as the Principal Executive Assistant to the Chairman of Aditya Birla Group, where he built strong knowledge across Group's various businesses in multiple industry sectors, ranging from manufacturing businesses such as Metals, Cement, Textiles and Specialty chemicals to consumer businesses such as Telecom, Financial Services and Retail.</p> <p>d. He was honoured with the Outstanding Leader Award in the year 2011 by the Chairman of the Aditya Birla Group.</p> <p>e. He took over as the Managing Director of Aditya Birla Fashion and Retail Limited in February 2018.</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Mr. Ashish Dikshit is not related to any Director on the Board or Key Managerial Personnel.

Aditya Birla Lifestyle Brands Limited

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CIN: U46410MH2024PLC423195



B. Appointment of Mr. Vishak Kumar as Deputy Managing Director and Chief Executive Officer

Sr. No.	Particulars	Details
a)	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Vishak Kumar (<i>DIN: 09078653</i>) as Deputy Managing Director and Chief Executive Officer.
b)	Date of appointment/ cessation (as applicable) & Term of appointment/ re-appointment	Appointed w.e.f. May 1, 2025, subject to the regulatory and other necessary approvals.
c)	Brief Profile	<p>a. Mr. Vishak Kumar is an IIM Bangalore alumnus and a computer engineer from BIT Ranchi</p> <p>b. He was a CEO of Madura Fashion & Lifestyle (MFL), a business unit of Aditya Birla Fashion and Retail Limited.</p> <p>c. He joined the Madura business in 1995 as a Management Trainee. During his 30-year long stint, he has worked across functions and occupied various roles in sales, marketing and retail. Prior to his stint as CEO of Madura, he was the CEO of Aditya Birla Retail Limited, where he was instrumental in transforming the "More" Supermarket and Hypermarket business.</p> <p>d. He has won multiple accolades for his stellar contribution to the fashion and retail industry. Within the ABG umbrella, in 2014, Vishak received the Aditya Birla Group 'Chairman's Award for Outstanding Leader' for his exceptional contribution to the business. Vishak was honored as "Leader of Leaders" at Aditya Birla Group's Chairman's Awards in 2022. In 2015, ABG conferred him with the prestigious 'Aditya Birla Fellow' title</p>
d)	Disclosure of relationships between directors (in case of appointment of a director)	Mr. Vishak Kumar is not related to any Director on the Board or Key Managerial Personnel.

Aditya Birla Lifestyle Brands Limited

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