



August 25, 2025

BSE Limited
Scrip code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Pre-Newspaper advertisement regarding the schedule of 18th Annual General Meeting of Aditya Birla Fashion and Retail Limited ("the Company")

Ref.: Regulation 30 and 47 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

Dear Sir/ Madam,

Please be informed that 18th Annual General Meeting ("AGM") of the Shareholders of the Company will be held on Tuesday, September 23, 2025 at 3:00 p.m. (IST) through Video Conferencing/Other Audio-Visual Means.

Pursuant to the above referred and applicable provisions of the Companies Act, 2013 and the Rules made thereunder provisions of the SEBI Listing Regulations read with all applicable circulars on the matter issued by Ministry of Corporate Affairs, Government of India and Securities and Exchange Board of India ("Circulars"), we hereby enclose copies of the newspaper advertisement published on Monday, August 25, 2025 in the following newspapers:

- (i) Business Standard [English – All Editions] and
- (ii) Navshakti [Marathi – Mumbai Edition]

In compliance with the circulars, the Notice of the AGM together with the Integrated Annual Report will be dispatch in due course to the shareholders whose email IDs are registered with the Depository Participant / the Company and will be made available on the Company's website i.e. www.abfrl.com, the Company's Registrar and Share Transfer Agent, MUFG Intime India Private Limited (formerly known as Link Intime India Private Limited) i.e. at <https://instavote.linkintime.co.in/> and on the website of BSE Limited and National Stock Exchange of India Limited i.e. www.bseindia.com and www.nseindia.com respectively.

Thanking you.

Sincerely,
For Aditya Birla Fashion and Retail Limited

Anil Malik
President & Company Secretary
ACS 11197

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

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 | **Website:** www.abfrl.com

Email: secretarial@abfrl.adityabirla.com | **Tel.:** +91-86529 05000 | **Fax:** +91-86529 05400

INFORMATION REGARDING THE EIGHTEENTH ANNUAL GENERAL MEETING

NOTICE is hereby given that the Eighteenth Annual General Meeting ("AGM") of the Shareholders of the Company will be held through Video Conferencing/ Other Audio-Visual Means on Tuesday, September 23, 2025 at 3:00 p.m IST, to transact the business that will be set forth in the Notice of the AGM.

The AGM will be convened in compliance with the applicable provisions of the Companies Act, 2013 and the Rules made thereunder ("the Act"), provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with all applicable circulars on the matter issued by Ministry of Corporate Affairs, Government of India and Securities and Exchange Board of India.

In compliance with the applicable circulars, the Notice of the AGM together with the Integrated Annual Report will be sent to the shareholders whose email IDs are registered with the Depository Participant/ the Company. The Notice and Integrated Annual Report will also be available on the Company's website i.e. www.abfrl.com, the Company's Registrar and Share Transfer Agent, MUFG Intime India Private Limited (formerly known as Link Intime India Private Limited) ("RTA") i.e. <https://instavote.linkintime.co.in/> and on the website of BSE Limited and National Stock Exchange of India Limited i.e. www.bseindia.com and www.nseindia.com.

Manner of registering/ updating email ID, Mobile Number and Bank Account details:

- **Shareholders holding shares in Physical Mode:** by furnishing details in Form ISR-1 duly signed by the Shareholder(s) as per specimen signature registered with the Company together with self-attested copy of PAN card and cancelled cheque leaf at the registered office of the Company or RTA at C 101, 247 Park, L.B.S. Marg, Vikhroli (West), Mumbai - 400083 or digitally signed documents via email at secretarial@abfrl.adityabirla.com or rmthelpdesk@in.mpms.mufg.com.
- **Shareholders holding shares in Dematerialised Mode:** with their respective Depository Participant.
- **Facility for temporary registration of email ID, mobile number:** register details on <http://www.abfrl.com/investors/update-contact-details/> to receive all communication (including Integrated Annual Report) from the Company electronically.

Shareholders will have an opportunity to cast their votes remotely or during the AGM on the business as set forth in the Notice of the AGM through the electronic voting system. The manner of remote e-voting and e-voting during the AGM will be provided in the Notice of the AGM.

The AGM Notice will be sent to the shareholders in accordance with the applicable laws on their registered e-mail ID in due course.

For Aditya Birla Fashion and Retail Limited

Sd/-

Anil Malik

President & Company Secretary
ACS11197

Date : August 25, 2025

Place: Mumbai

An Aditya Birla Group Company

DDEV PLASTIKS INDUSTRIES LIMITED
CIN: L24290WB2020PLC241791
Regd Office: 2B, Pretoria Street, Kolkata-700 071
Telephone : +91-033-2282 3744/5745/569/567
E-Mail: kolkata@ddevgroup.in, Website: www.ddevgroup.in

NOTICE OF 5TH ANNUAL GENERAL MEETING, ELECTRONIC VOTING AND DIVIDEND

The Ministry of Corporate Affairs ("MCA") has vide its Circular No. 09/2024 dated 19.09.2024 read with its Circular No.20/2020 dated 05.05.2020 (collectively referred to as "MCA Circulars") permitted the holding of the Annual General Meeting ("the meeting" or "AGM") through Video Conferencing ("VC")/Other Audio Visual Means ("OAVM"), without physical presence of the members, at a common venue, till 30.09.2025, which shall be in compliance with the provisions of Companies Act, 2013 read with Rules therewith ("the Act"). Further Securities and Exchange Board of India ("SEBI") has vide its circular no. SEBI/HO/CFD/CFD-POD-2/P/CIR/2024/133 dated 03.10.2024 read with Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated 12.05.2020 ("collectively referred to as SEBI Circulars"), also granted certain relaxations in compliance with the provisions of the Act and SEBI Listing Obligations and Disclosure Requirements Regulations, 2015 ("SEBI Listing Regulations"). Therefore, in compliance with the Act, SEBI Listing Regulations, MCA Circulars and SEBI Circulars, the 5th AGM of the members of the company will be held through VC/OAVM on Monday, the 22nd day of September, 2025, at 11:30 a.m. (IST) to transact the businesses as set out in the Notice of 5th AGM.

Further, the Register of Members and the Share Transfer Books of the Company will remain closed from Tuesday, 16th September, 2025 to Monday, 22nd September, 2025 (both days inclusive) ("Book Closure Dates). The cut off date/ record date for purpose of ascertaining the eligible shareholders to participate in the AGM and for payment of Dividend, if approved at the AGM, is 15th September, 2025.

In compliance with provisions of MCA Circulars and SEBI Circulars, the notice of 5th AGM including details and instructions for remote e-voting/e-voting at AGM (collectively referred to as "E-Voting"), Financial Statements including Auditors' Report & Report and related Annexures attached therewith (Collectively referred to as "Annual Report 2024-25" or "Annual Report"), will be dispatched electronically to the members as at 15th August, 2025 whose E-mail IDs are registered with the Company/Register and Share Transfer Agents ("RTA") of the Company or with their respective Depository Participants ("DP"). The Company has availed the services of National Securities Depository Limited ("NSDL") for holding the AGM through VC/OAVM, Electronic dispatch of Annual Report and E-Voting.

In this regard, the members holding shares in Dematerialized Mode whose E-mail IDs for communication and/or Bank account details, for receipt of dividend amount directly to their respective bank accounts, are not registered with the Company/RTA/ DP are requested to update their E-mail ID and Bank Mandate with their respective DP. It is stated here that there are no members holding shares in Physical Mode, therefore option to update E-mail ID and/or Bank Mandate with the Company/RTA is not available.

The AGM Notice and Annual Report will also be made available on the website of the Company under the head "General Meeting" at <https://www.ddevgroup.in/corporate-announcement> and may also be accessed from the website of Stock Exchanges where the shares of the company are listed i.e BSE Limited at www.bseindia.com, National Stock Exchange of India Limited at www.nseindia.com and that of NSDL (service provider) at www.evoting.nsdl.com. Members can join the 5th AGM only through VC/OAVM and instructions for joining the AGM are provided in the Notice of 5th AGM. Members participating in the AGM through VC/OAVM will be counted for the purpose of reckoning the quorum, under section 103 of the Companies Act, 2013.

The Company is also providing the Remote E-voting facility (prior to AGM) as well as E-voting facility at AGM to all its members to cast vote on all resolutions set out in the Notice of 5th AGM. Members who do not cast their vote through Remote E-Voting will be allowed to cast vote through E-Voting at AGM. Instructions for E-voting is provided in the Notice of 5th AGM.

Any person who acquires shares and becomes member of the company after the date of electronic dispatch of Annual Report and holds shares on the cut-off date may obtain the login id and password by following the instructions as mentioned in the Notice of 5th AGM or sending request to evoting@nsdl.com.

Members may note that the Board of Directors had at its meeting held on 15th May, 2025 recommended dividend @ 175% (i.e. Re 1.75 per fully paid up equity share of Re.1/- each), which subject to approval of members will be paid within 30 days from the date of AGM to the members whose names appear in the Register of Members/ Register of Beneficial Owners as on record date i.e. 15th September, 2025 through various online payment/ transfer modes to the members who have updated their bank account details. For members who have not updated their bank account details dividend warrant/draft/banker's cheque will be dispatched to their registered address. However, to avoid delay in receipt of dividend members are requested to update their bank account details with their DP.

In view of the changes made under the Income Tax Act, 1961 ("IT Act"), by the Finance Act, 2020, dividends paid or distributed by the Company shall be taxable in the hands of the shareholders. Your company shall accordingly make the payments of Dividend, if declared at the AGM, after deducting Tax at Source ("TDS"). Members holding shares in Dematerialized mode are requested to complete and/or update their residential status, PAN and category and other relevant details, if any, as per IT Act with their DP. In respect of shares held in Escrow Account, the members have the option to update said particulars with the RTA. Necessary documents/ declarations for non deduction/ lower deductions of TDS should be submitted before 16th September, 2025. Incomplete / Delayed submission may not be considered.

The above information is issued for the information and benefit of all the members of the Company and is in compliance with MCA Circulars and SEBI Circulars and is also available on the website of BSE Limited (www.bseindia.com), National Stock Exchange of India Limited at www.nseindia.com and that of the company (www.ddevgroup.in).

For Ddev PlastikS Industries Limited
Sd/-
Tanvi Gominia
(Membership No. ACS 31177)
Company Secretary

Date: 23.08.2025
Place: Kolkata

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