



January 21, 2025

**BSE Limited**  
Scrip code: **535755**

**National Stock Exchange of India Limited**  
Symbol: **ABFRL**

**Sub.: Press Release**

**Ref.: Regulation 30** (read with Schedule III - Part A), **of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015** ("SEBI Listing Regulations");

Dear Sir/ Madam,

Kindly note that the QIP Committee of the Board of Directors of the Company at its meeting held today have *inter alia* approved the issue and allotment of 68,583,059 equity shares of face value Rs 10 each to eligible Qualified Institutional Buyers ("QIBs") at the issue price of Rs 271.3 per Equity Share (including a premium of Rs 261.3 per Equity Share), aggregating to ~ Rs 1,860 crores.

Enclosed is the press release in this regard.

The above is being made available on the Company's website i.e. [www.abfrl.com](http://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',  
4<sup>th</sup> and 5<sup>th</sup> 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](http://www.abfrl.com)

**E-mail:** [secretarial@abfrl.adityabirla.com](mailto:secretarial@abfrl.adityabirla.com)



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## **PRESS RELEASE**

**Aditya Birla Fashion Ltd. successfully completes ~ Rs. 1860 Cr QIP; Total fund raise, including preferential issuance, tops Rs. 4200 Cr.**

- **Strong response from domestic and foreign investors with overall QIP issue subscribed ~ 2 times.**
- **Fundraise to make consolidated entity debt-free ahead of proposed demerger and pave the way for future growth.**

Aditya Birla Fashion and Retail Limited ("ABFRL") has announced the completion of the fundraise through a Qualified Institutional Placement ("QIP") of equity shares aggregating to ~ Rs 1,860 crores.

The QIP Committee of the Board of Directors of the Company ("QIP Committee") has, at its meeting held today i.e., January 21, 2025, approved the issue and allotment of 68,583,059 equity shares of face value Rs 10 each to eligible Qualified Institutional Buyers ("QIBs") at the issue price of Rs 271.3 per Equity Share (including a premium of Rs 261.3 per Equity Share), aggregating to ~ Rs 1,860 crores.

The Company's first-ever QIP transaction which opened on January 16, 2025, and closed on January 21, 2025, received an overwhelming response from prominent domestic and foreign institutional investors, with a subscription of ~ 2X. The successful QIP comes on the back of a preferential issuance of ~ Rs. 2,379 crores, with participation from promoter group, investing ~ Rs.1,298 crores and Fidelity Investments, investing ~ Rs. 1,081 crores.

The successful fundraise reflects investor confidence in the high-growth potential of India's fashion industry and the Company's distinctive position as a leading player in the market. The fundraise will make the consolidated entity debt-free and pave the way for the rapid expansion of key growth platforms established over the last few years.

**Mr. Ashish Dikshit, Managing Director, Aditya Birla Fashion and Retail Ltd.** said "The robust investor interest underscores the inherent strength and long-term potential of our brands and the distinctiveness of our business model. This strategic capital infusion positions us to expedite our growth trajectory at a pivotal moment in India's evolving consumption landscape. We are proud to play a leading role in India's fashion sector, which is set for transformative expansion as the shift toward organized retail gathers pace."



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Avendus Capital Private Limited, Goldman Sachs (India) Securities Private Limited and Jefferies India Private Limited were managers of the QIP offering.

The Preferential issuance and QIP will be subject to further customary & regulatory approvals.

### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30<sup>th</sup> September 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers, while **Style Up** is an emerging value retail format.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

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**Disclaimer :** *Certain statements in this "Press Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, based on any subsequent development, information, or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an*

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*offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*