



January 16, 2025

**BSE Limited**  
Scrip code: 535755

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

**Sub.: Qualified Institutions Placement of equity shares of face value of ₹ 10 each (the "Equity Shares") by Aditya Birla Fashion and Retail Limited (the "Company") under the provisions of Chapter VI of Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018, as amended (the "SEBI ICDR Regulations"), and Sections 42 and 62 of the Companies Act, 2013 (including the rules made thereunder), as amended (the "Issue").**

**Ref.: 1. Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**  
**2. Our intimations dated January 15, 2025 and January 16, 2025**

Dear Sir/ Madam,

We wish to inform you that pursuant to the approval accorded by the board of directors of the Company (the "Board"), at its meeting held on January 15, 2025 and pursuant to the special resolution passed by the shareholders of the Company, the QIP Committee of the Board of Directors of the Company ("QIP Committee") has, at its meeting held today i.e. January 16, 2025, *inter alia*, considered and approved the following:

- a. Authorizing the opening of the Issue today, i.e. January 16, 2025;
- b. Approving the floor price for the Issue, being ₹ 271.28 per Equity Share ("**Floor Price**"), based on the pricing formula as prescribed under the SEBI ICDR Regulations and
- c. Approving and adopting the preliminary placement document dated January 16, 2025, together with the application form in connection with the Issue.

We further wish to inform you that the QIP Committee has fixed the 'relevant date' for the purpose of the Issue, in terms of Regulation 171 of the SEBI ICDR Regulations, as January 16, 2025, and accordingly the floor price in respect of the Issue has been determined, based on the pricing formula as prescribed under Regulation 176(1) of the SEBI ICDR Regulations, as ₹ 271.28 per Equity Share.

Pursuant to Regulation 176(1) of the SEBI ICDR Regulations, the QIP Committee may at its discretion offer a discount of not more than 5% on the floor price so calculated for the Issue. The Issue Price will be determined by the Company in consultation with the book running lead managers appointed in relation to the Issue.

Further, as per Company's Code of Conduct to Regulate, Monitor and Report Trading by Designated Persons in Listed or Proposed to be listed securities of the Company, the trading window for dealing in the securities of the Company had already been closed till further notice to the Stock Exchanges, for the purpose of QIP issue.

**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)



The meeting of the QIP Committee commenced at 9:00 p.m. and concluded at 9:30 p.m.

The above information is also available on the website of the Company i.e. [www.abfrl.com](http://www.abfrl.com).

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',  
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)