

ADITYA BIRLA



FASHION & RETAIL

To,
BSE Limited
Floor 25, P J Tower,
Dalal Street,
Mumbai 400 001

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**



In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate

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



Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla
Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For Aditya Birla Fashion and Retail Limited

Anil Malik
President and Company Secretary



Enclosures: 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



पावती सं/Ack.No. 760502410046
दिनांक /Date 24-Feb-2025
वर्ष /AY/FY 2025-26
पैनटिन /PAN/TAN AAEC2371C
नाम /Name ADITYA BIRLA
No. of Pages
अ.अ./To CCIT
MUMBAI-3

To,
Principal Chief Commission of Income Tax,
Room No. 351, 3rd Floor, Aaykar Bhawan,
Maharishi Karve Road,
Mumbai- 400 020
Maharashtra

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company" or "Petitioner Company No. 1") and Aditya Birla Lifestyle Brands Limited ("Resulting Company" or "Petitioner Company No. 2") and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra - 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

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.abfirl.com
E-mail: secretarial@abfirl.adityabirla.com

ADITYA BIRLA



ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For **Aditya Birla Fashion and Retail Limited**

Anil Malik

President and Company Secretary



Enclosures: 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

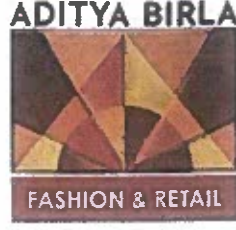
CIN: L18101MH2007PLC233901

Tel.: +91 86529 05000

Fax: +91 86529 05400

Website: www.abfrl.com

E-mail: secretarial@abfrl.adityabirla.com



To,
Deputy Commissioner of Income Tax Office
Circle – 14 (1)(1), Room No. 431, 5th Floor
Aaykar Bhawan, Maharishi Karve Road
Mumbai– 400 020
Maharashtra

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**



In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

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.abfirl.com

E-mail: secretarial@abfirl.adityabirla.com



ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For Aditya Birla Fashion and Retail Limited

Anil Malik
President and Company Secretary



Enclosures: 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



To,
The Central Government
Through Regional Director (Western Region)
Everest, 5th Floor
100, Marine Drive
Mumbai- 400002
Maharashtra

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA FASHION AND RETAIL LIMITED

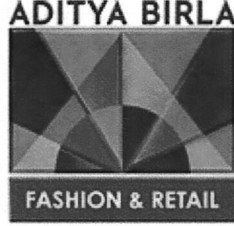
Registered Office:

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 LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For **Aditya Birla Fashion and Retail Limited**

Anil Malik

President and Company Secretary



Enclosures: 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

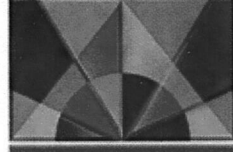
Tel.: +91 86529 05000

Fax: +91 86529 05400

Website: www.abfrl.com

E-mail: secretarial@abfrl.adityabirla.com

ADITYA BIRLA



FASHION & RETAIL

To,
The Registrar of Companies
100, Everest
Marine Drive
Mumbai- 400002
Maharashtra

Dear Sir,



**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013

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 & RETAIL

having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President and Company Secretary



Enclosures: 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 & RETAIL

To,
National Stock Exchange of India Limited
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex,
Bandra (East)
Mumbai 400 051.

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.



ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

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 & RETAIL

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For Aditya Birla Fashion and Retail Limited

Anil Malik

President and Company Secretary



Enclosures: 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



To,
Securities and Exchange Board of India
Plot No. C4-A, 'G' Block
Bandra-Kurla Complex, Bandra (East)
Mumbai 400051
Maharashtra

Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

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.abfirl.com
E-mail: secretarial@abfirl.adityabirla.com

ADITYA BIRLA



ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For **Aditya Birla Fashion and Retail Limited**

Anil Malik
President and Company Secretary



Enclosures: 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 LIFESTYLE BRANDS LIMITED

To,
Chief Commissioner of Income Tax -3
Room No. 351, Aaykar Bhawan,
Maharishi Karve Road
Mumbai- 400 020
Maharashtra



Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("Demerged Company" or "Petitioner Company No. 1") and Aditya Birla Lifestyle Brands Limited ("Resulting Company" or "Petitioner Company No. 2") and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra - 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

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: U46410MH2024PLC423195
Tel.: +91 86529 05000
Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench ("**Tribunal**") located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited ("**Demerged Company**" or "**Petitioner Company No. 1**"), with Aditya Birla Lifestyle Brands Limited ("**Resulting Company**" or "**Petitioner Company No. 2**") and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 ("**Scheme**").

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For Aditya Birla Lifestyle Brands Limited


Anil Malik
Director



Enclosures: As Above

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: U46410MH2024PLC423195
Tel.: +91 86529 05000
Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

To
Principal Commissioner of Income tax, - 6
Aayakar Bhavan Maharishi
Karve Road Mumbai - 400020



Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra - 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

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: U46410MH2024PLC423195
Tel.: +91 86529 05000
Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench (“**Tribunal**”) located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”), with Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 (“**Scheme**”).

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For Aditya Birla Lifestyle Brands Limited


Anil Malik
Director



Enclosures: As Above

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: U46410MH2024PLC423195

Tel.: +91 86529 05000

Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

To,
The Central Government
Through Regional Director (Western Region)
Everest, 5th Floor
100, Marine Drive
Mumbai- 400002
Maharashtra



Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

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: U46410MH2024PLC423195
Tel.: +91 86529 05000
Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench (“**Tribunal**”) located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”), with Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 (“**Scheme**”).

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

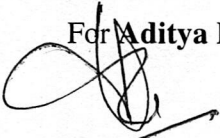
A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Date: February 19, 2025

Place: Mumbai

For **Aditya Birla Lifestyle Brands Limited**



Anil Malik
Director



Enclosures: As Above

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: U46410MH2024PLC423195

Tel.: +91 86529 05000

Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

To,
The Registrar of Companies
100, Everest
Marine Drive
Mumbai- 400002
Maharashtra



Dear Sir,

**BEFORE THE NATIONAL COMPANY LAW TRIBUNAL,
MUMBAI BENCH
COMPANY SCHEME PETITION NO. 43 OF 2025
IN
COMPANY SCHEME APPLICATION NO. 223 OF 2024**

In the matter of the Companies Act, 2013 (18 of 2013)

AND

In the matter of Sections 230 to 232, other applicable provisions of the Companies Act, 2013 and Rules framed there under as in force from time to time;

AND

In the matter of Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”) and Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors.

ADITYA BIRLA FASHION AND RETAIL LIMITED, a company incorporated under the Companies Act, 1956 having its registered office at Piramal Agastya Corporate Park, Building A, 4th and 5th Floor, Unit No. 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra – 400070
CIN No. L18101MH2007PLC233901

...Demerged Company /
Petitioner Company No.1

ADITYA BIRLA LIFESTYLE BRANDS LIMITED, a company incorporated under the Companies Act, 2013 having its registered office at Piramal Agastya Corporate Park, Building A, 401, 403, 501, 502, L.B.S Road, Kurla Mumbai Maharashtra 400070
CIN No. U46410MH2024PLC423195

...Resulting Company /
Petitioner Company No.2

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: U46410MH2024PLC423195
Tel.: +91 86529 05000
Fax: +91 86529 05400

ADITYA BIRLA LIFESTYLE BRANDS LIMITED

Notice is hereby given in pursuance to the directions of the National Company Law Tribunal, Mumbai Bench (“**Tribunal**”) located at 4th Floor, MTNL Exchange Building, G.D. Somani Marg Chamundeshwari Nagar, Cuffe Parade, Mumbai, Maharashtra 400005 by an order dated February 10, 2025 that the final hearing shall be held on March 21, 2025 at 10:30 a.m. or thereafter to consider the Scheme of Arrangement among Aditya Birla Fashion and Retail Limited (“**Demerged Company**” or “**Petitioner Company No. 1**”), with Aditya Birla Lifestyle Brands Limited (“**Resulting Company**” or “**Petitioner Company No. 2**”) and their respective shareholders and creditors under Sections 230 to 232 of the Companies Act, 2013 (“**Scheme**”).

You are hereby informed that representations, if any, in connection with the proposed Scheme may be made to the Tribunal on or before three days from the date of final hearing date which is March 21, 2025. Copy of the representation may simultaneously be sent to the Company at its registered office address.

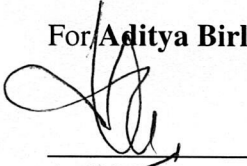
A copy of the Petition along with the Scheme and the Order Sheet is enclosed.

In case no representation is received within the stated period, it shall be presumed that you have no representation to make on the proposed Scheme.

Dated: February 19, 2025

Place: Mumbai

For **Aditya Birla Lifestyle Brands Limited**



Anil Malik
Director



Enclosures: As Above

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: U46410MH2024PLC423195

Tel.: +91 86529 05000

Fax: +91 86529 05400