



ADITYA BIRLA FASHION AND RETAIL LIMITED

CIN : L18101MH2007PLC233901
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
Contact Person : Ms. Geetika Anand, Company Secretary and Compliance Officer
Tel. : +91 86529 05000
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FIRST CALL MONEY NOTICE ON THE PARTLY PAID-UP EQUITY SHARES [ISIN: IN9647001019]

January 11, 2021

Name : **PAN** :
DP ID/ Client ID : **First Call Notice Number** :

Dear Sir/ Madam,

Sub.: First Call Money Notice for ₹ 27.5 per Partly Paid-up Equity Share of the Company

In terms of the Letter of Offer dated June 28, 2020 ["LoF"]:

- the Partly Paid-up Equity Shares paid to the extent of ₹ 55 [comprising of ₹ 5 towards face value and ₹ 50 towards securities premium] were allotted on July 28, 2020; and
- the Board of Directors at its meeting held on November 6, 2020 have decided to make first call of ₹ 27.5 [comprising of ₹ 2.5 towards face value and ₹ 25 towards securities premium] per Partly Paid-up Equity Share of the Company issued and allotted pursuant to the Rights issue.

Record Date : Friday, January 8, 2021
 [Approved by the Board for the purpose of ascertaining the holders of Partly Paid-up Equity Shares to whom the notice for first call money would be sent]
 : Intimated to the stock exchange[s] on November 25, 2020

Call Money Due

No. of Partly Paid-up Equity shares held as on Record Date	Amount due and payable @ ₹ 27.5 per Partly Paid-up Equity Share	
	₹ in number	₹ in words

Instructions

Payment Period	From	To	Duration
	Friday, January 15, 2021	Friday, January 29, 2021	15 days
Mode of payment	a) Online ASBA	Through the website of the SCSBs*	
	b) Physical ASBA	By submitting physical application to the Designated Branch of SCSBs*	
	c) Online	Using the 3-in-1 online trading-demat-bank account provided by some brokers	
	d) Cheque/ Demand Draft	Made payable to: a) ABFRL – Partly Paid-up Shares first call money A/c – R [for residential shareholders] b) ABFRL – Partly Paid-up Shares first call money A/c – NR [for non-residential shareholders]	
Detailed Instructions	Click here		
Upon payment	Shares to reflect in your demat account [bearing ISIN IN9647001027] within 2-3 weeks from Friday, January 29, 2021		

*Please [click here](#) to refer the list of existing SCSBs [Self Certified Syndicate Banks].

You are required to make the Call money payment by Friday, January 29, 2021. Failure to pay the first call money, as aforesaid shall render the Partly Paid-up Equity Shares, including the amount already paid thereon, liable to be forfeited in accordance with the Act and the LoF.

All capitalized terms not defined herein would have the same meaning as attributed to it in the LoF.

Yours faithfully,
For Aditya Birla Fashion and Retail Limited

Sd/-
 Ms. Geetika Anand
 Company Secretary and Compliance Officer

Notice

- 1) In terms of the provisions of the Act, read with the relevant Rules made thereunder, the First Call Notice is being sent in electronic mode to members whose e-mail address is registered with the Company or the Depository Participant(s), unless the members have registered their request for the hard copy of the same. The First Call Notice along with the detailed instructions and payment slip are also available on the Company's website viz. www.abfirl.com.

Physical copy of the First Call Notice along with the detailed instructions and payment slip are being sent to those members:

- who have not registered their e-mail address with the Company or Depository Participant(s); or
 - who have specifically registered their request for the hard copy of the same.
- 2) All capitalized terms not defined herein would have the same meaning as attributed to it in the Letter of Offer dated June 28, 2020 ["LoF"].

Payment Instructions

- 3) Please note that:
- cash payment shall not be accepted.
 - no part payment would be accepted and part payment would be treated as non-payment which shall render the partly paid-up shares, including the amount already paid thereon, liable to be forfeited in accordance with the provisions of the Act and the LoF.
 - payments made using third party bank accounts are liable to be rejected and the Company, Lead Managers and the Registrar shall rely on the self-certification of the transaction in this regard.

a) Through Physical/Online ASBA

Shareholders may pay the first call money by:

- Online : Website of the SCSBs
- Physical : Submitting a physical Application Form ([click here](#)) to the Designated Branch of the SCSB

blocking call money payable on the first call Notice in their respective ASBA Accounts.

b) For payment through 3-in-1 Account

- In accordance with the SEBI circular no. SEBI/HO/CFD/DIL1/CIR/238/2020 dated December 8, 2020, shareholders can also make a call money payment by using facility of linked online trading-demat-bank account [3-in-1 type accounts], provided by some of the brokers.
- Shareholders must log into their demat account and choose the name of the company 'ADITYA BIRLA FASHION AND RETAIL LIMITED' and further click on the option to 'Make Call Money Payment' and proceed accordingly.
- Shareholders are requested to check with their respective brokers for exact process to be followed.
- Shareholders to note that this payment method can be used only if the concerned broker has made this facility available to their customer. The Company, Lead Manager or Registrar will not be responsible for non-availability of this payment method to the shareholders.

c) For payment through cheque/ demand draft

- (i) Shareholders are requested to send the payment slip along with cheque/demand draft made payable to:

For Residential Shareholders ABFRL – Partly Paid-up Shares first call money A/c – R

For Non-Residential Shareholders ABFRL – Partly Paid-up Shares first call money A/c – NR

- (ii) Please [click here](#) to access the payment slip.

- (iii) The shareholder must state the following details in the payment slip:

- Full Name of the Sole/First Joint Applicant;
- First Call Notice No.;
- DP ID No./ Client ID No.; and
- No. of partly paid -up equity shares.

- (iv) The payment slip along with the amount payable by cheque or demand draft must be presented at Axis Bank Limited branches at the following locations on or before Friday, January 29, 2021:

For Residential Shareholders

Agra: Shop No. 1, 3 To 16, Block No. 51 Anupam Plaza li, Sanjay Place, Agra – 282002, Uttar Pradesh; **Ahmedabad:** Trishul-Opposite Samartheswar Temple, Ahmedabad – 380006, Gujarat; **Bengaluru:** No.9 M.G. Road Block A, Bengaluru – 560001, Karnataka; **Bhavnagar:** Plot No. 4/B, Vasundhara Complex, Opp. Dakshina Murthy School, Waghawadi Road, Bhavnagar – 364002, Gujarat; **Bhopal:** Plot No 165a & 166, Star Arcadem P Nagar, Zone 1, Bhopal – 462011, Madhya Pradesh; **Chennai:** 82 Dr. Radhakrishnan Salaimylapore, Chennai – 600004, Tamil Nadu; **Delhi:** Statesman House, 148, Barakhamba Road, New Delhi – 110001, Delhi;

Hyderabad: 6-3-879/B First Floor, G Pulla Reddy Bl Greenlands, Begumpet Road, Hyderabad – 500016, Telangana; **Jaipur:** O-15, Green House, Ashok Marg, C-Scheme, Jaipur – 302001, Rajasthan; **Kochi:** 41/419, Ground Floor Chicago Plaza, Rajaji Road, Ernakulam, Kochi – 682035, Kerala; **Kolkata:** 7, Shakespeare Sarani, Kolkata – 700071, West Bengal; **Mumbai:** Jeevan Prakash Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001, Maharashtra; **Nagpur:** M. G. House, Rabindranath Tagore Road, Besides Board Office, Civil Lines, Nagpur – 440001, Maharashtra; **Noida:** B2-B3, Sector 16, Noida – 201301, Uttar Pradesh; **Pune:** Indra Pushti, Opposite Fergusson College Gate No 2, Pune – 411004, Maharashtra; **Rajkot:** Titan, Near K K V Circle, Kalawad Road, Rajkot – 360005, Gujarat; **Ranchi:** Shambhu Complex, H B Road, Near Firayalal Chowk, Ranchi – 834001, Jharkhand; **Surat:** Digvijay Towers, Opp. St. Xavier's School, Ghod Dod Road, Surat – 395001, Gujarat; **Vadodara:** Vardhaman Complex, Opp. G. E. Brace Course Circle (North), Vadodara – 390007, Gujarat.

For Non-Residential Shareholders

Delhi: Statesman House, 148, Barakhamba Road, New Delhi – 110001, Delhi; **Mumbai:** Jeevan Prakash Building, Ground Floor, Sir P M Road, Fort, Mumbai – 400001, Maharashtra.

- (v) Shareholders residing at a place in locations wherein the ASBA facility or Bank's collection centers are not available should send their call money along with the completed acknowledgement slip by registered post/speed post at the office of the Registrar to the Issue: **Link Intime India Private Limited, C-101, 247 Park, LBS Marg, Vikhroli [West], Mumbai- 400083, Maharashtra, India**, Tel No.: +91-22-4918 6200, stating the requisite details along with Cheque/Demand Draft payable at Mumbai, so that the same are received on or before last date of payment of First call money i.e. Friday, January 29, 2021.
- (vi) Cheque / Demand Draft should be drawn on any banks including Co-operative Bank which is situated at and is a member or a sub-member of the Bankers' Clearing House located at the Centre where this Call Notice is presented. Outstation Cheques / Bank Drafts, Money Orders, and Postal Orders will not be accepted. No postdated cheque will be accepted and is liable to be rejected.
- (vii) After the last date of payment, i.e. Friday, January 29, 2021, Bank branches at the aforesaid locations will not accept any Call money payment. Through cheque/ demand draft such call money payment along with interest at the rate of 10 percent per annum for the delayed period should be submitted/sent by registered post/speed post, unless presented personally, to the office of the Registrar to the Issue at the address given in instruction 10 below.
- (viii) The Company will not be liable for any delayed receipt and reserves the right to reject such delayed receipts unless accompanied with applicable interest payment.
- (ix) Payment slip should be complete in all respects. The payment slip found incomplete with regard to any of the particulars required to be given therein are liable to be rejected.

Non-payment

- 4) Failure to pay the first call money, as aforesaid shall render the Partly Paid-up Equity Shares, including the amount already paid thereon, liable to be forfeited in accordance with the Act and the LoF.

Other Information

- 5) The ISIN IN9647O01019 representing Partly Paid-up Equity Shares of ₹ 10 (₹5 paid-up) has been suspended by BSE Limited and National Stock Exchange of India Limited on Thursday, January 7, 2021.
- 6) The process of corporate action for converting the Partly Paid-up Equity Shares of ₹ 10 each (₹5 paid-up) to Partly Paid-up Equity Shares of ₹ 10 each (₹7.5 paid-up) to the Investors' demat accounts under ISIN **IN9647O01027**, allotted by the depositories, is estimated to be completed within 2-3 weeks from the last date of payment of the first call money stipulated under this notice.
- 7) Upon completion of the corporate action, the Partly Paid-up Equity Shares of ₹ 10 each (₹5 paid-up) shall be converted into Partly Paid-up Equity Shares of ₹ 10 each (₹7.5 paid-up) and would be credited to ISIN IN9647O01027 allotted by the National Securities Depository Limited/ Central Depository Services (India) Limited.
- 8) In case of non-receipt of the first call money notice, shareholders can request by e-mail or letter, for the duplicate call money notice to the Registrar, or may also download the same from the Company's website: www.abfrl.com or the Registrar's website: www.linkintime.co.in. In such a case, however, the shareholder has to fill the DP & Client ID, number of partly paid-up equity shares held and amount payable towards the first call money.
- 9) The shareholder must mention his/her PAN number allotted under the Income Tax Act, 1961.
- 10) All correspondence in this regard may be addressed to:

Link Intime India Private Limited

[Unit: Aditya Birla Fashion and Retail Limited - Rights Issue]
C-101, 247 Park, LBS Marg, Vikhroli [West], Mumbai - 400083, Maharashtra, India
Telephone : + 91-22-4918 6200; Fax: +91-22-4918 6195;
E-mail : abfrl.call1@linkintime.co.in
Contact person : Mr. Sumeet Deshpande
Website : www.linkintime.co.in
SEBI registration number : INR000004058