November 5, 2019

BSE Limited
Scrip Code: 535755

National Stock Exchange of India Limited
Symbol: ABFRL

Sub.: Prior intimation regarding issue of Non-Convertible Debentures *["NCDs"]* **of Aditya Birla Fashion and Retail Limited** *["the Company"]*

Ref.: Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended

Dear Sir/ Madam,

This is in reference to the approval accorded by the Board of Directors of the Company at their meeting held on May 15, 2019 and the shareholders of the Company at Annual General Meeting held on August 21, 2019 to issue and allot NCDs amounting up to ₹1,250 Crore (Rupees One Thousand Two Hundred and Fifty Crore only) in one or more tranches on private placement basis from time to time *["approved limit"]*.

Accordingly, pursuant to the above referred, we wish to inform that out of the approved limit, the Company would consider the proposal to raise funds by issuing 5,000 rated, listed, non-convertible, redeemable, unsecured NCDs of ₹10,00,000 each aggregating up to ₹500 Crore (Rupees Five Hundred Crore only), on private placement basis, including the terms and conditions of the issue, on or after November 8, 2019.

The above is for your information and records.

Thanking you,
For **Aditya Birla Fashion and Retail Limited**

GEETIKA ANAND Digitally signed by GEETIKA ANAND Date: 2019.11.05 18:36:12 +05'30'

Geetika Anand
Vice President & Company Secretary